

A Front-End Loading in New Product Development
“The relation between a new product development and linked management”

-The creation of a theme-
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Business uncertainty & Linked Management

Business success is the delivery of a product or service to the market and achieving satisfactory profits throughout the life of the business. Such business operations can be maximized by making effective use of the resources invested by the company. But there are so many factors that prevent it. It is called “uncertainty”. It is difficult to achieve business expansion when facing unexpected obstacles without trying in overcoming "uncertainty".

Uncertainty can be divided into two parts. The first is the uncertainty of achieving the expected competitiveness as there is uncertainty about the required level of competition or the competition itself. If you face more competition than you expected, and when you ran in a careless plan, your business competitiveness will be insufficient, then your business will fail as a result.

The second is the uncertainty about the appropriateness of the direction. Such as you choose in the wrong direction or miss the road. As you are pursuing markets like illusions or heat haze, and they suddenly disappear, and the business value disappears.

Also, to pursue uncertainty, the management that invests resources could create a big problem. I would like to describe the possibility of overcoming uncertainty with the concept of linked management. Linked management is defined as management that brings out the maximum effect from input resources. This management system makes people take the initiative to commit themselves, ensure their activities are consistent with each other toward the success of their business and achieve the maximum results for their actions.

Besides, linked management includes an information network that enhances learning effects and adds high spirits to people to pursue more appropriate value. At the same time, proper interlocking fosters learning for people through interaction. Also, we will equip the people responsible for each activity to understand the required qualities and desired levels and provide a mechanism to promote learning to achieve them.

Not only the given role, but it also involves an evolutionary mechanism that motivates people to be able to create higher goals and achieve the qualities of solving them without being able to do them. If this is not done, companies will be facing the threat of changes and obsolescence of essentials for the people of companies such as skills and technical expertise. These phenomena are manifested in such as the decline of factory floor capabilities or the drop in product development and technical capabilities.

Pursuing Linked Management

Linked management acts to reduce the uncertainty mentioned above and reduce other uncertainty. In other words, it is a vessel that fosters the learning function that creates and realizes more appropriate business value through excellent communication which aims to enhance corporate value. It is because people are convinced that they understand, and they pursue value that they believe. As a result, it creates and supports the linkage of the workforce, Not the situation which continues to be influenced by the idea of particular people, such as the top management group. These are not an organization that self-destructs by a dictator, or one that runs wildly due to inertia.

Depending on how you look at it, the linked management looks like an ideal system, but if you try to approach it, you might be facing management issues. The current administration seems to respond boldly at first glance, but in fact, it is only trying to maintain the conservative system. From now on, I would like to expect someone to execute real Linked management.