

Announcing Design Process Coaching Services to Enable Predictable IC Design Execution

Jorvig Consulting today extends its leadership in the development of high efficiency design teams through the deployment of “Design Process Coaching” services resulting in enhanced predictability during product design execution. Through the coaching experience design teams will gain a hands on understanding of the expanded scope of activities and deliverables that must be identified and managed to enable timely, predictable and accurate project execution from concept to production release.

Chandler, AZ (PRWEB) January 10, 2006 – Jorvig Consulting today extends its leadership in the development of high efficiency design teams through the deployment of “Design Process Coaching” services resulting in enhanced predictability during product design execution.

For many design teams, predictable design execution to the plan is a goal always sought after, although frequently it remains unachieved. Highly effective design teams are those that share a vision to view and manage the design landscape from a broader perspective that goes beyond typical CAD/CAE driver design tasks. Absolute clarity on all tasks must include the supporting non-CAD activities, enabling teams the crisp execution that is frequently unattained by many.

A first step towards attaining a new level of execution comes from a belief that all the supporting tasks for a project will not be known at the outset. The mission must be to find what is not already widely known, looking for subtle disconnects that prevent smooth flow of information through design, from concept to production. Deliverables necessary to feed into later tasks must be considered. The undertaking must also identify the tasks and deliverables that are required to sustain the success of product engineering, test, systems and marketing in their part of the project. Conclusion of these activities produces a design process that must be managed by design.

The “Design Process Coaching” announced today by Jorvig Consulting works with the design team to identify the comprehensive set of tasks and deliverables required. The ability to manage these items to successful closure will be realized through participation in this coaching relationship. Completion of the coaching relationship will yield the following capabilities for the team:

- * The use of formal Discovery and Solution to identify and remedy holes in the design process.
- * Mechanisms for managing feature creep (scope change)
- * Development of comprehensive plans that are aggressive, yet attainable.
- * A design team that will meet their commitment to the business; they will be predictable.
- * Capability to define design team deliverables that will enable the success of product development members outside of design.

“Skills that focus on management of the design process are typically underdeveloped in teams where the management contribution is largely on the technical engineering aspects of projects” says Jeff Jorvig, President of Jorvig Consulting. “These skills are also immature in newly formed teams, such as those that would be found in startups”. The coaching experience Jorvig Consulting offers mentors design managers and their teams on the development, documentation and implementation of a design process that encompasses the wide range of design activities that must be effectively managed by design.

“Predictability in the execution of design milestones is what our customers attain through the coaching



services” says Jorvig. Newly developed design process skills produce a product design organization that is able to exceed the expectations that are based on historic team performance to date.

About Jorvig Consulting, Inc.

Jorvig Consulting provides services to enhance product design team execution. The solutions jointly developed with our clients enable design teams to experience a newfound freedom from surprises during project execution. The business result is a predictable design project that enables the business objectives.

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