

Communication Skills - Core Team Management **8 Hours**

Description: *New products or updates in the pipeline? Could improving core team communication facilitate development of the right product at the right time?* Product development core teams have a diverse cast including engineering, sales and marketing. A strong core team supports everyone's voice and skill set to optimize product design and development. This course is designed for core teams from Engineering Firms, Advanced Manufacturing, Information Technology, Medical Device, and Aerospace and Defense industries.

Objectives:

- Understanding the role of core teams in product development
- Defining the roles and responsibilities of team members
- Explore the language and goals of team members
- Tools to set up an effective communication structure

Topic Outline:

- Team membership - roles and responsibility
- Engineering and core team goals
- Marketing and Sales and core team goals
- Facilitating communication
- Resolving conflicts
- Setting up a working structure



Attendees: Core team leaders/members who desire to improve the effectiveness of their teams.

ETI Instructor Lois Gruenauer, Ph.D. has a proven track record of developing and delivering new products at medical device and imaging companies. She has grown revenue by improving clinical practice with new products, protocols, education, and expanding to new markets nationally and internationally. Her current focus is to create bridges between higher education and business. She has worked in a variety of leadership roles in marketing, global sales management and clinical collaboration management at leading manufacturers. Dr. Gruenauer has worked with companies such as St Jude Medical, Covidien, and Philips Healthcare. She holds a Ph.D. in Bioengineering from The University of Illinois at Chicago.

COURSE COST: \$185.00 per participant

Register before 3/31/15 to get the Early Bird Discount: \$160.00 per person. *Send two employees & get the third employee from the same company FREE!*

WHEN:

**Fridays
8:00 a.m. to 12:00 p.m.
April 10 & 17, 2015**

WHERE:

**College of the Canyons
26455 Rockwell Canyon Road
Santa Clarita, CA 91355**

For more information or to register, please contact Sherie Arnold at 661.362.5657 or sherie.arnold@canyons.edu and visit our website at [ETI Class Schedule](#)