

4. Adopting team-based product development is costly. It requires reorganization, cooperation among entities that have historically competed for resources, the development of cross-functional skills, overcoming barriers to change, and revised reward structures.

DECISION MATRIX

ALTERNATIVE COURSE OF ACTION	EFFICIENCY (TIME)	ECONOMY (COST)	EFFECTIVITY	TOTAL
1. Conduct a research/ study to find a new approach for product development.	1	1	1	3
2. Renew the use of the relay race approach.	3	2	2	7
3. Retain and improve the use of the cross-functional approach.	2	3	3	8

VI. RECOMMENDATION

I recommend Option #3 which is to retain and improve the use of the cross-functional approach as a solution to the problem regarding the inability of AaronSide to finish their pilot project within 8 months.

VII. IMPLEMENTATION

RETAIN AND IMPROVE THE USE OF A CROSS-FUNCTIONAL APPROACH			
TASK	DURATION	LEAD PERSON	REQUIREMENTS
The management from Titan Corp. must conduct a meeting to orient the VPS and the members of the team for the pilot project.	1-2 days	Top Management	In the meeting, the management must address that in the product development project, AaronSide and its team would need to shift from a relay race approach to a cross-functional approach. It is required to be explained the essence and advantages of the approach. Also, it is a must for the top management to <u>emphasize</u> that the team members have the authority to make decisions for the project.