

New Generation of Product Owners

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Agenda

- Introduction
- Challenges faced by Organizations
- Strategy Delivery
- Product Journey
- Role of Product Owners
- Question

Introductions



Joanna Tivig

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- You

- What makes products fail in one word?



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Challenges – Products are Failing

- 80% of new consumer products fail (Christensen)
- 70% to 80% of new grocery store products fail (Blackburn)
- 40% of products fails (Castellion)
- Examples:
 - Kodak
 - Sears
 - Blackberry

Exercise - Challenges

At your tables think about the challenges faced by organizations today:

- Think big
- Think about the trends
- Think past, present and future

Product Development Challenges

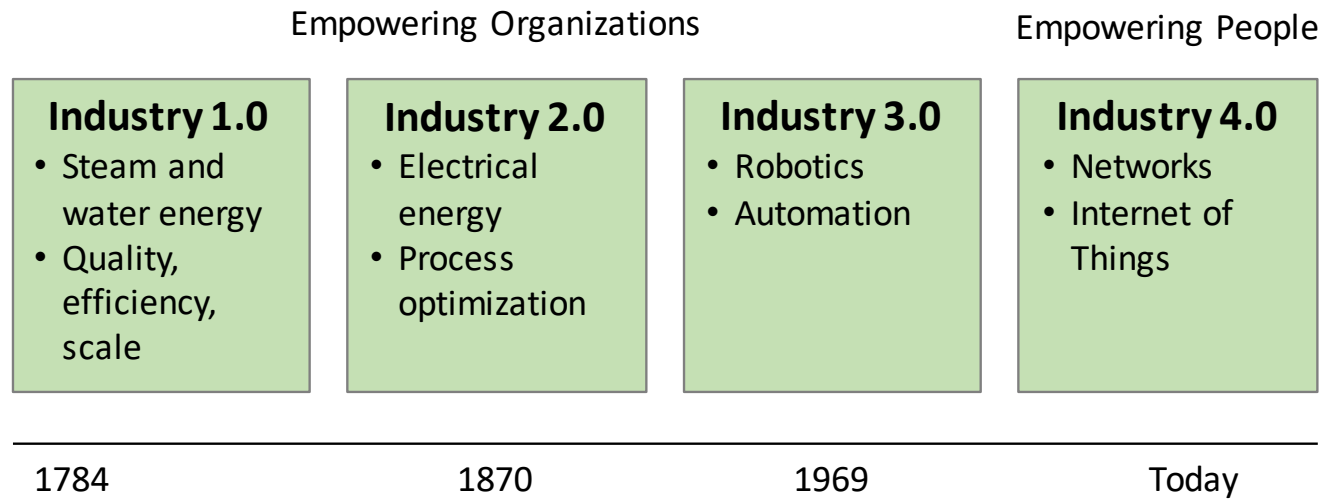
- Diversity and diversification
- Disruptive technology
- New business models



Why is this Happening?

- The New Renaissance
- Industrial Age 4.0
- Four-generation workforce
- Human evolution

Industrial Age 4.0



Strategy Delivery Challenges

What challenges do you have?

- Organizations have become complex systems of interconnected parts with too many dependencies and less flexibility

Culture	Culture resists strategy that requires change
Structure	Organizational structure supports product delivery
Focus	Focus on the strategic goals and objectives
Execution	Execute projects to delivery products successfully
Strategy	Update your strategy as the environment changes

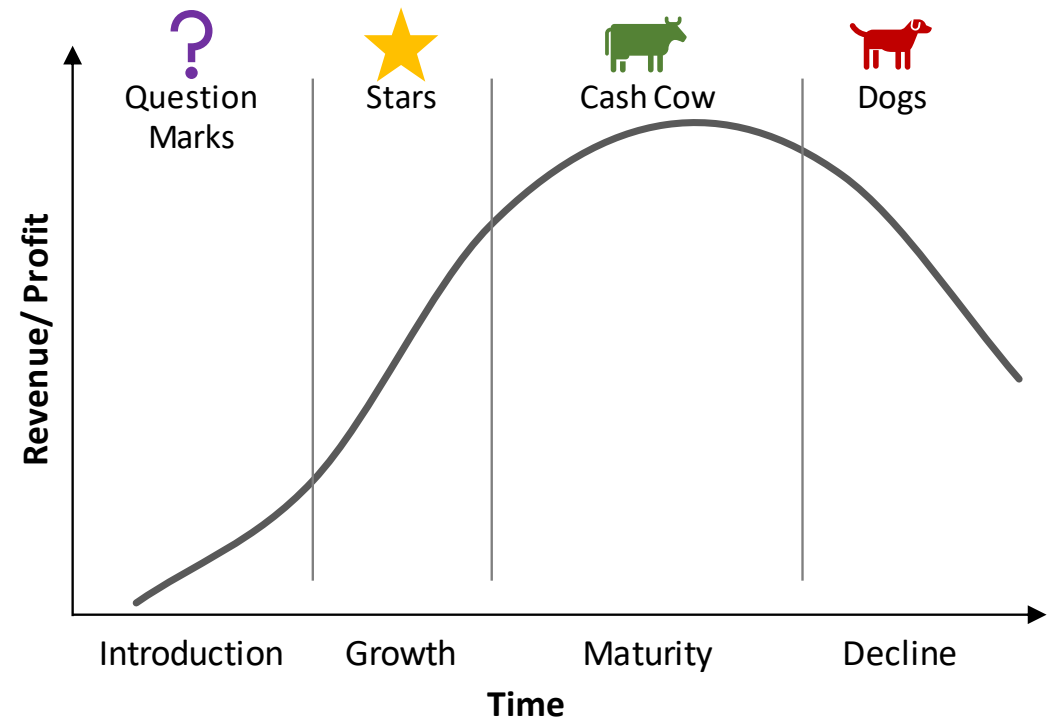
Product Thinking

- Product development drives successful strategy executions
- Product thinking means:
 - Focus on outcomes not outputs
- Longer lifetime means extended care for the product being developed
- Ownership becomes fundamental in driving change and growth
- Value is inherent in the product being delivered
- Customer feedback drives changes to the product
- Adaptation and learning create opportunities for growth

Traditional Product Life Cycle

- Linear life-cycle based on predictable outputs
- Life expectancy is shorter with less chance for improvement
- Value achieved later in the life of the product

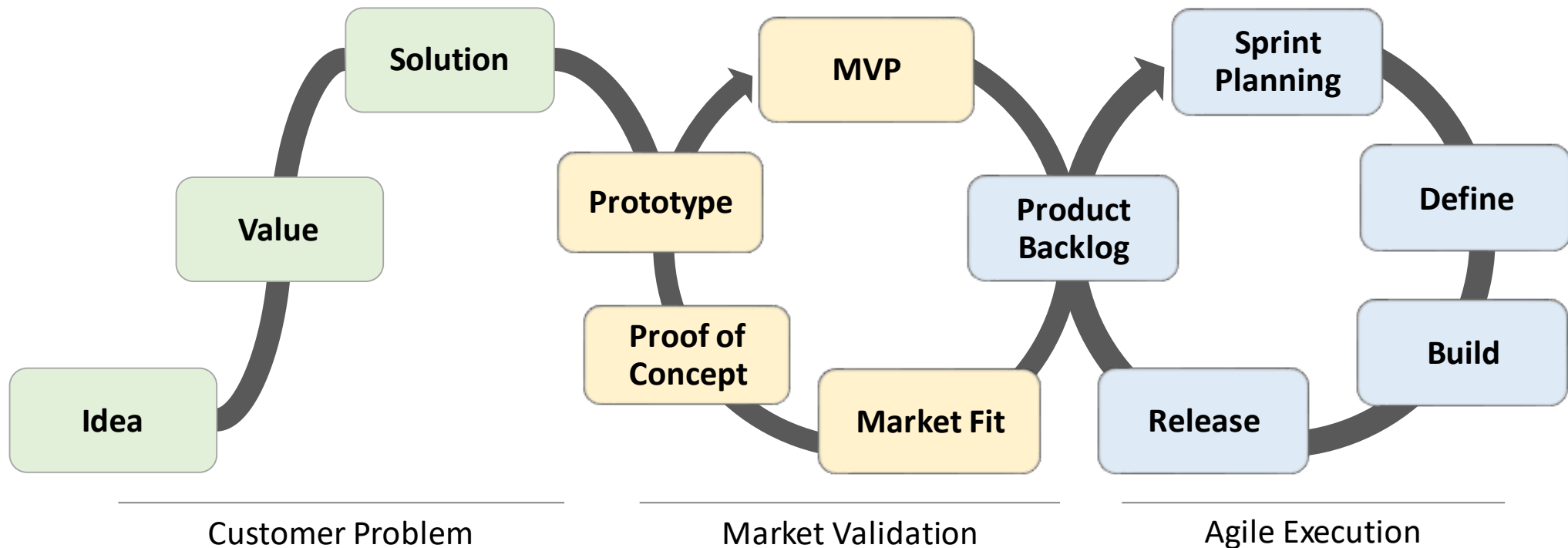
- What other challenges does this present?



Agile Product Life Cycle

Which life-cycle do you use?

When is value defined in the new cycle?



Is your team
SMART?

Hone the Team – SMART Teams

- **Shared goals.** A team with purpose that is shared and agreed amongst its members is going in the same direction.
- **Minimum supervision.** Agile introduced the concept of self-managed teams as a way of expressing team's accountability to perform tasks independently.
- **Accountable.** Self managing leads to increased accountability as team members feel more in charge to make decisions and own them.
- **Respectful.** A great team appreciates when everyone on the team is working towards the same goal.
- **Trustworthy.** A product team needs to communicate quickly and respond rapidly to changes as they build the products.

What leader are
you?

Hone the Team – Leadership Styles

- Leadership is about making and embracing change in any possible way people at every level of the organization, trying new ways of working and enforcing positive attitudes.
- Each leadership style identifies the level of flexibility individuals have versus their delivery focus:
 - Servant leaders - Leaders “with a heart” who listen to the people in the team and their ideas.
 - Laissez-faire - Leaders allow their teams to focus on activities and take full responsibility for their actions.
 - Charismatic - Leaders energize the team and other stakeholders with enthusiasm.
 - Transactional - Leaders are hands on delivery focus on achieving the result.
 - Transformational - Leaders use their communication, credibility, and visionary abilities to drive towards an inspiring future.

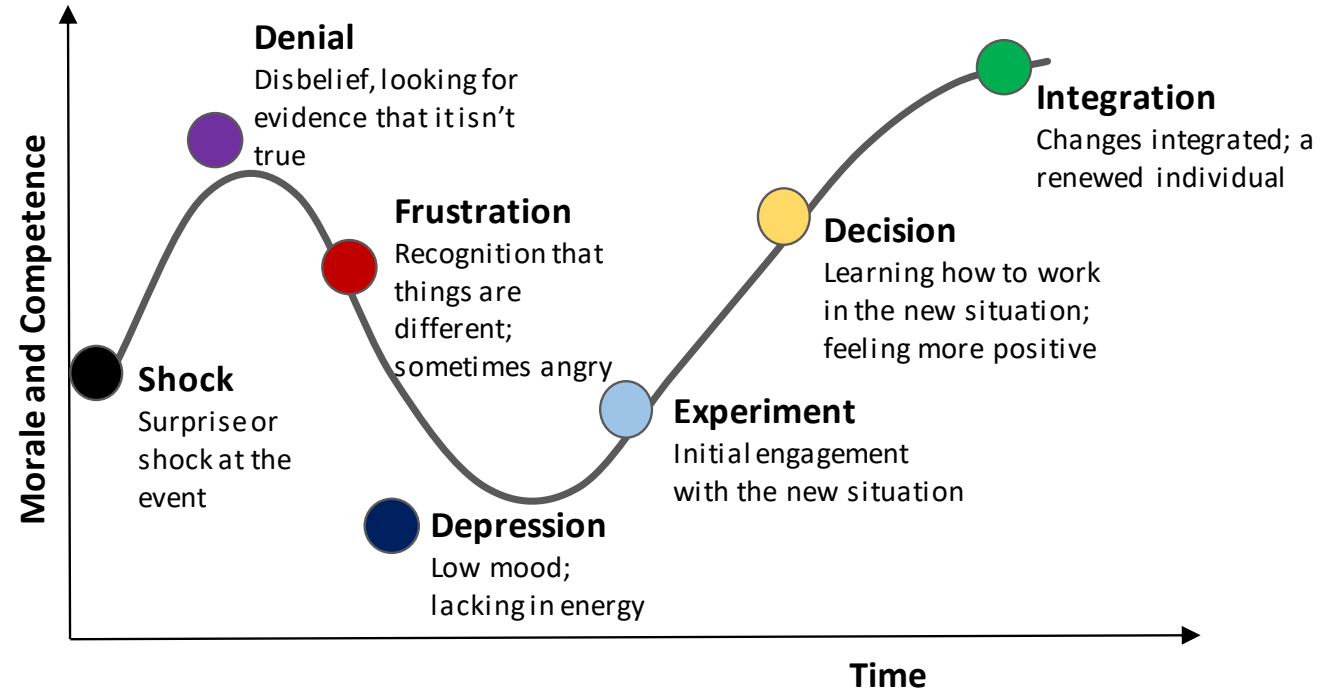
What are you
doing?

Hone the Team – Embrace Change

- The ADKAR model guides individuals and organizations through change.
 - **A**wareness of the need for change - ensure that everyone involved with the product understands why the change is required, what the change is going to address, and how it will add more value.
 - **D**esire to support the change - ensure that the people involved with the product or impacted by the change are fully supportive.
 - **K**nowledge of how to change- ensure the team members have the knowledge and skills to do the new tasks.
 - **A**bility to demonstrate the skills and behaviors - ensure team members have the knowledge they need to practice and demonstrate work proficiency.
 - **R**einforcement to ensure the change sticks - ensure people only adopt a new process or use a new product that are linked to benefits of the change.

Hone the Team – The Change Cycle

How does this impact your team and customers?



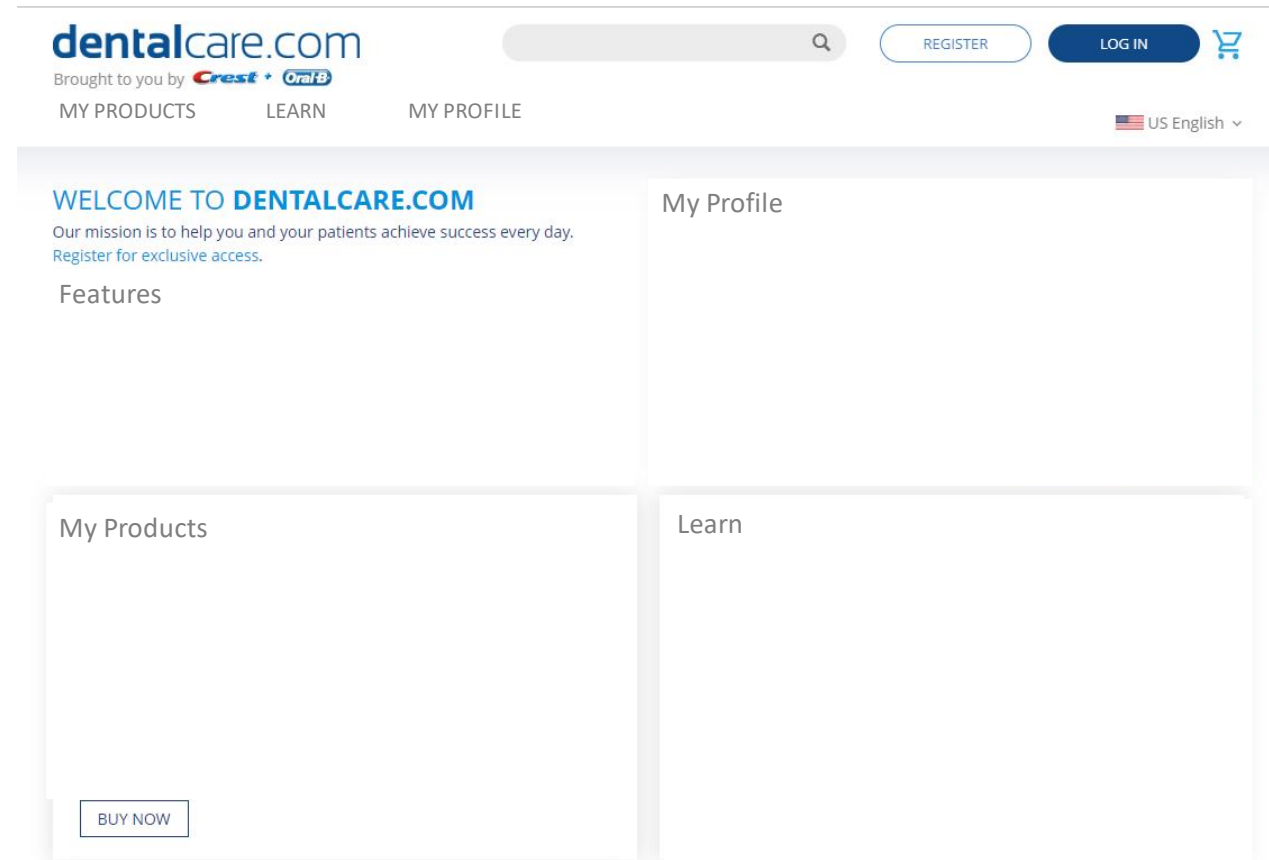
Hone the Team – Product Culture

What principle
drives your
culture?

- There are five principles of product culture:
 - Customer-driven mission. Focus on getting the customer to buy the offered products
 - Outcome over output or processes. Focus on the actual outcome including the benefits or value that the products deliver.
 - Leadership over management. Focus on leading the team and setting the vision instead of managing activities for the teams.
 - Team over function or task. Focus on the people, less on the task or function being performed.
 - Technology as a core asset. Focus on getting the technology to enable the work, but growing the products and services being offered.

Exercise – Product Development

- Product – dentalcare.com
 - Project: Renewal the dentalcare.com website
- In groups of 4 to 5, please use the cards available on the tables to sort the provided features of the product
 - Define top 5 features customers need
 - Define value for each feature (1- lowest, 5 – highest)
 - Draw the features on paper to make it look like the product you are expecting



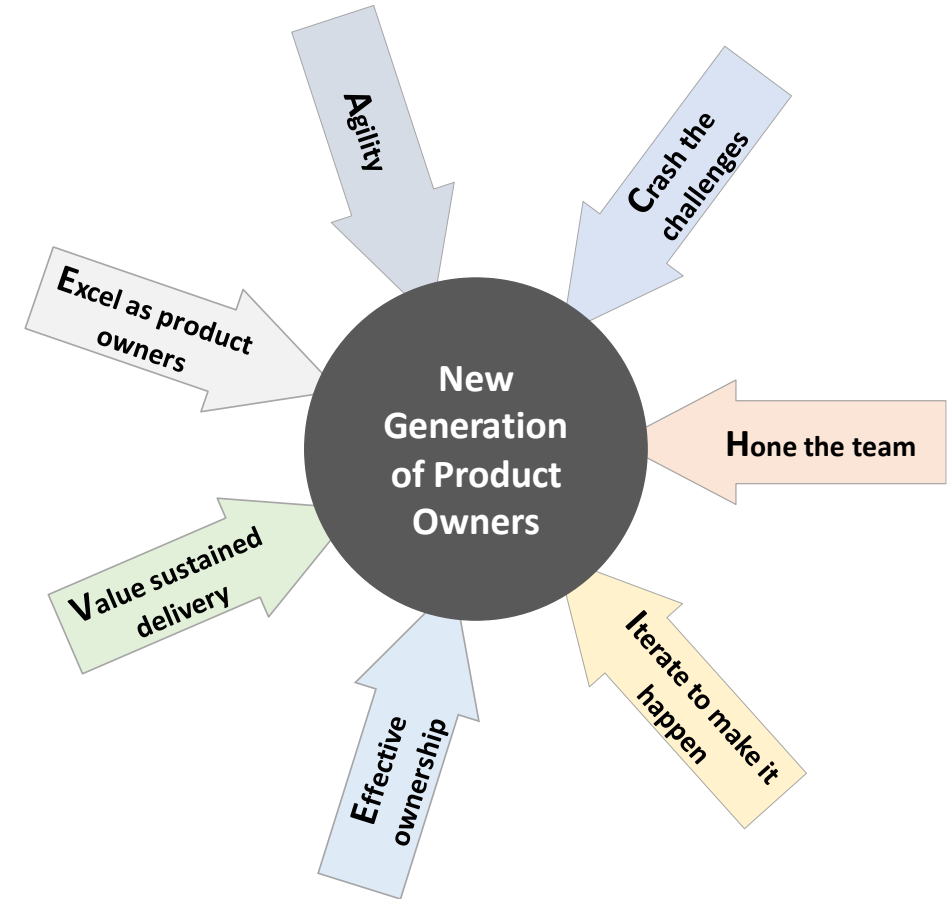
Exercise – Feature List

- Input oral hygiene habits (frequency of brushing, flossing, mouth wash etc.)
- Input personal information (age, sex)
- Input other family members
- Record dental history (tooth removal, fillings, bridges, implants, crowns)
- Record visits to dental hygienists (cleaning)
- Q&A about oral hygiene
- Recommend P&G products based on oral hygiene habits
- Ensure data privacy
- Link to P&G customer profile
- Add to P&G products to carts
- Display product purchase history
- Upload dental x-rays
- Input type of tooth paste
- Input type of tooth brush
- Do you have dental devices (braces, dentures)
- Recommend oral hygiene habits
- Access current research on the benefits of oral hygiene
- Watch videos on why oral hygiene is important

New Generation of Product Owners

ACHIEVE

- **Agility** – fast, flexible and valuable business proposition
- **Crash challenges** – overcome any impediments in business growth
- **Hone the team** – build the best product team
- **Iterate** – continuous delivery through minimum increments
- **Effective ownership** – spirited feelings of care and growth
- **Value delivery** – focus on value more than results
- **Excel** – the new generation of product owners



Questions

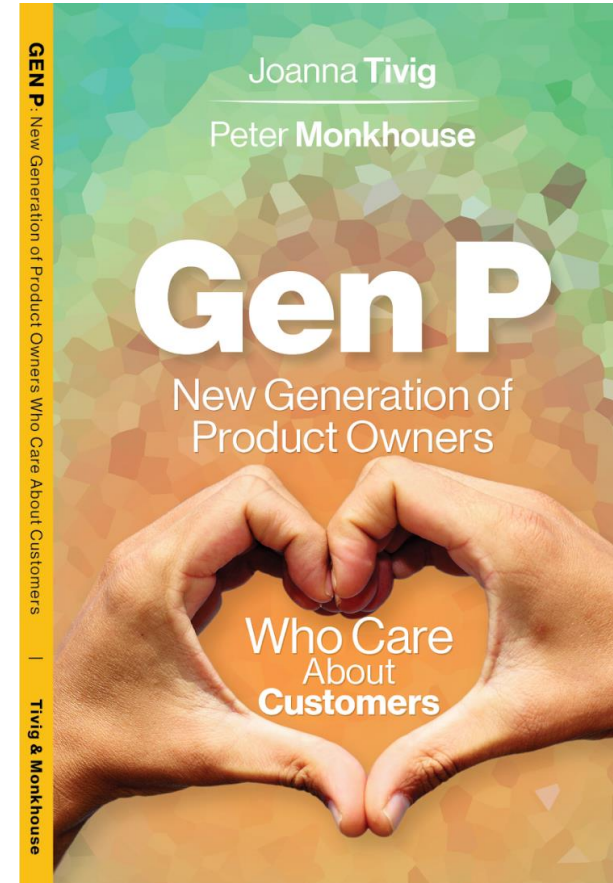
Thank you

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