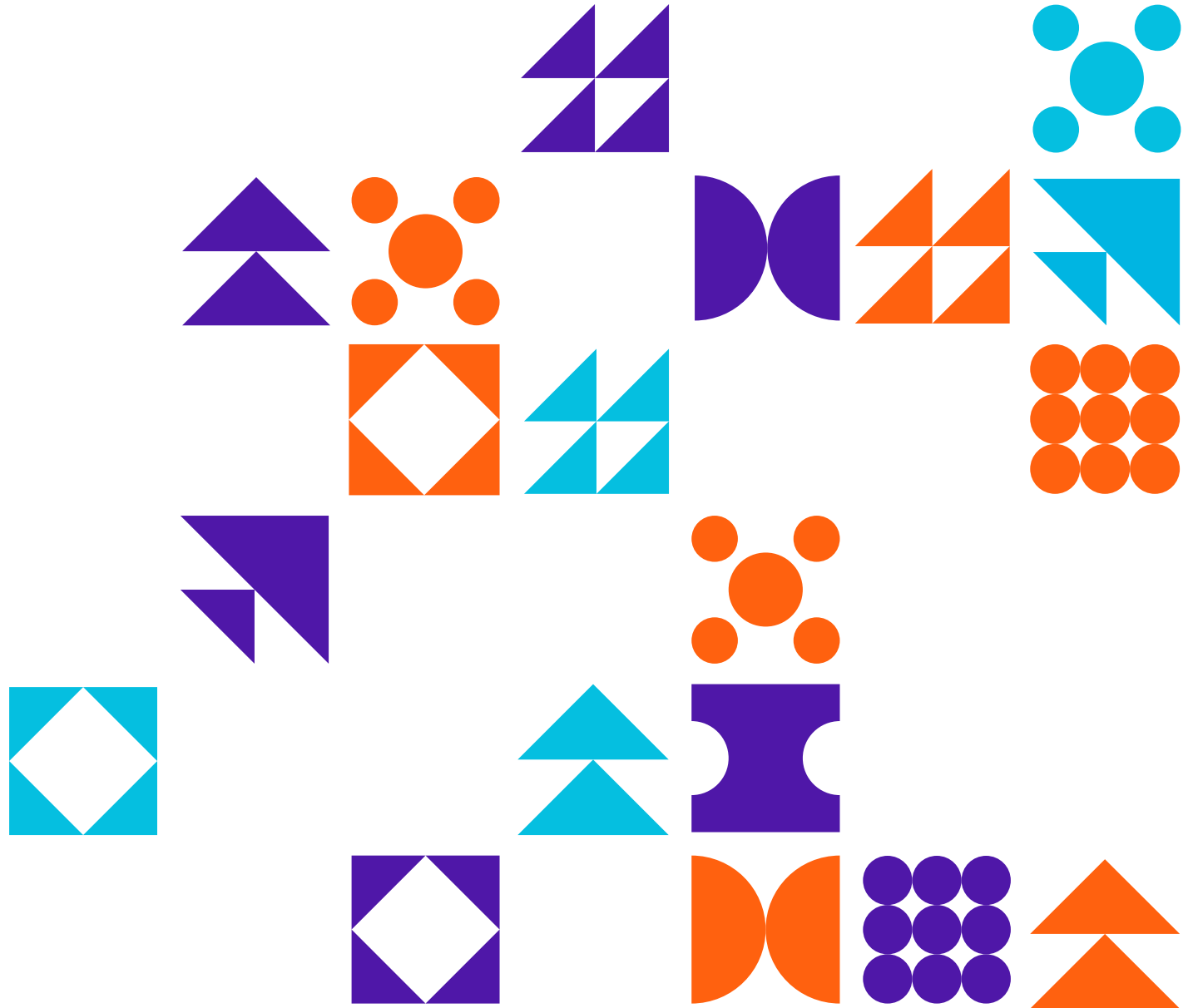


# PRODUCTS DELIVER STRATEGY – PROJECTS DELIVER PRODUCTS

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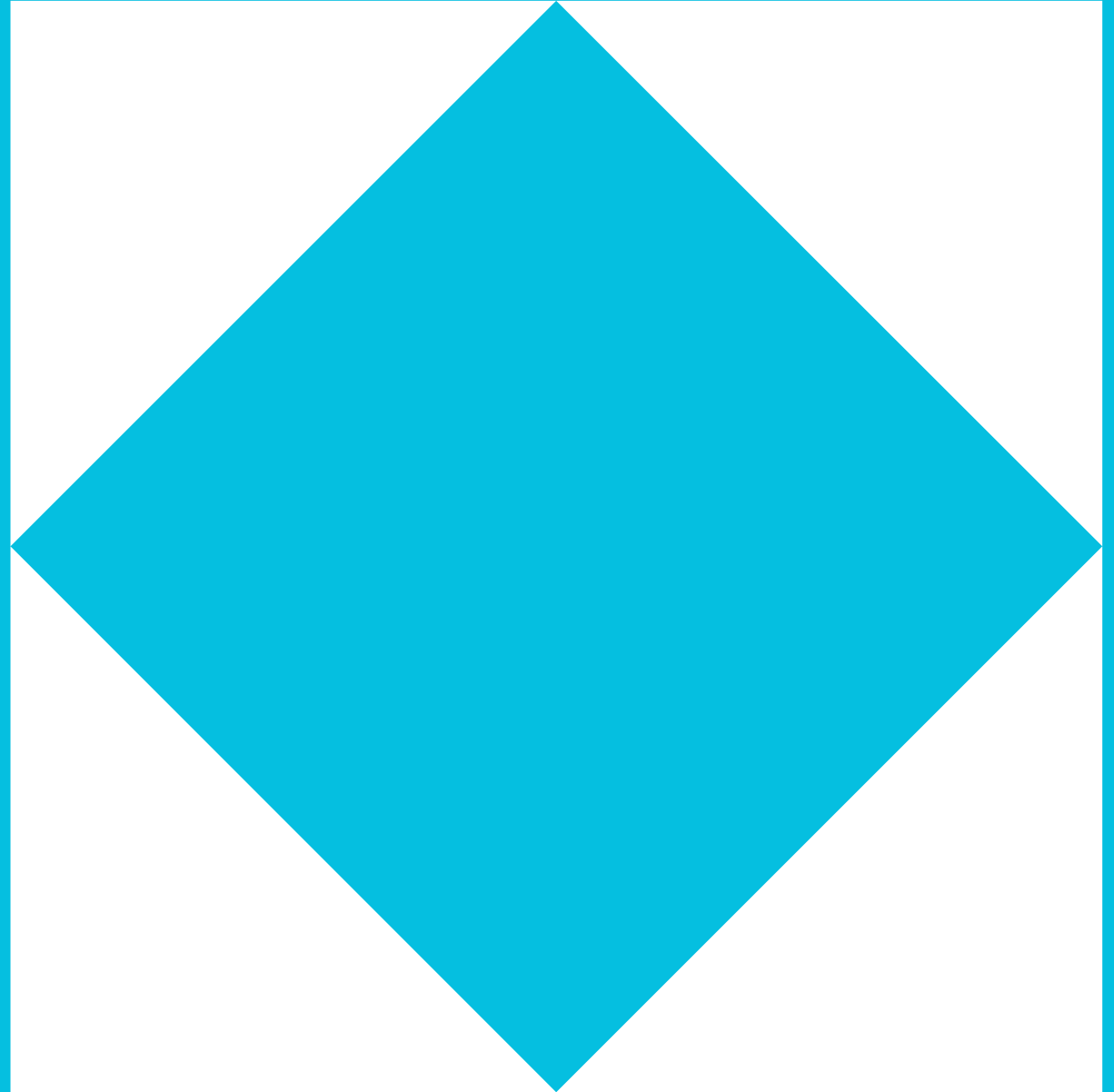


# Agenda

- Introduction
- Products are failing
- Strategy implementation
- Product life cycle
- MVP concept

# OUTCOMES

DEFINE THE STRATEGY  
IMPLEMENTATION CIRCLE  
DESIGN A PROJECT EXECUTION  
APPROACH TO SUPPORT  
PRODUCT DEVELOPMENT  
DESCRIBE HOW PROJECT  
MANAGERS AND PRODUCT  
OWNERS SUPPORT EACH  
OTHER



# 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



**Kodak**

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**Sears**



**BlackBerry™**

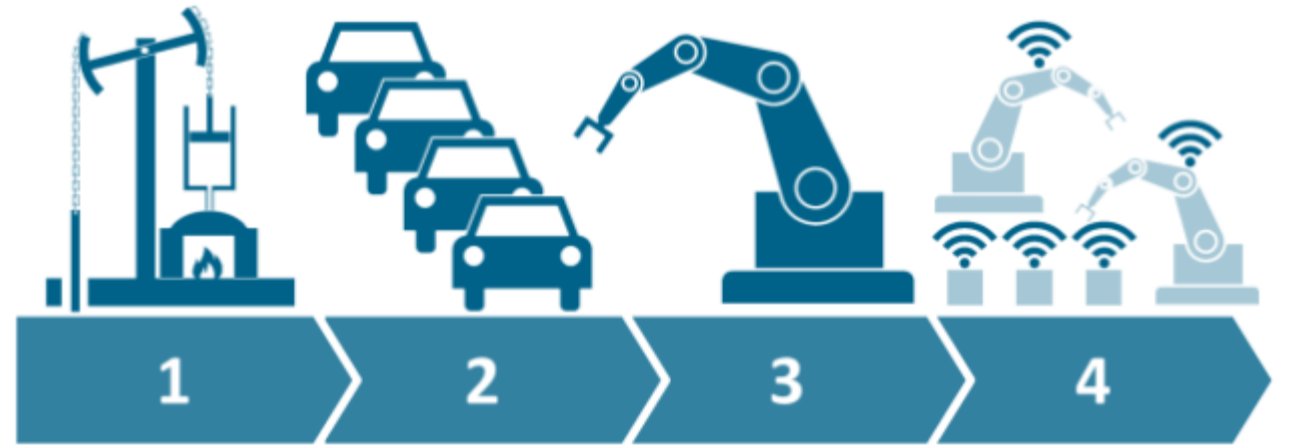
# Product Development Challenges

- Diversity and diversification
- Disruptive technology
- New business model



# Why is this Happening?

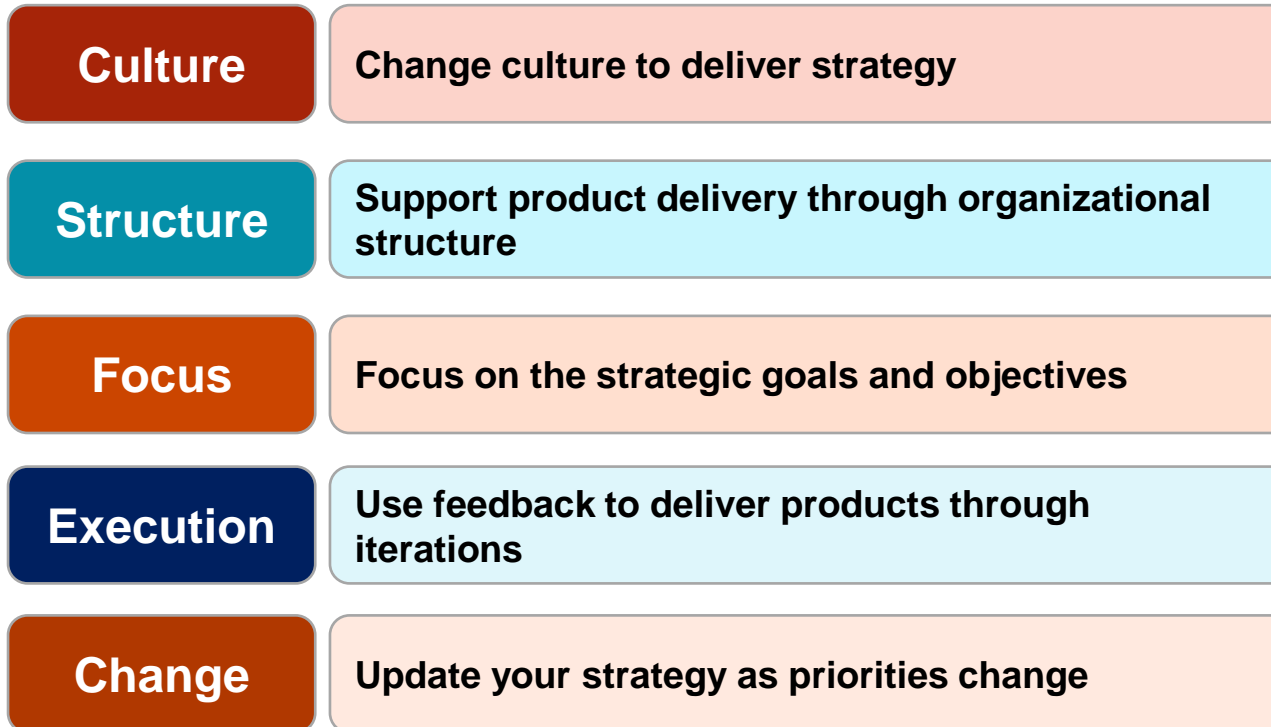
- The New Renaissance
- Industrial Age 4.0
- Four-generation workforce
- Human evolution



## Industrial Age Evolution

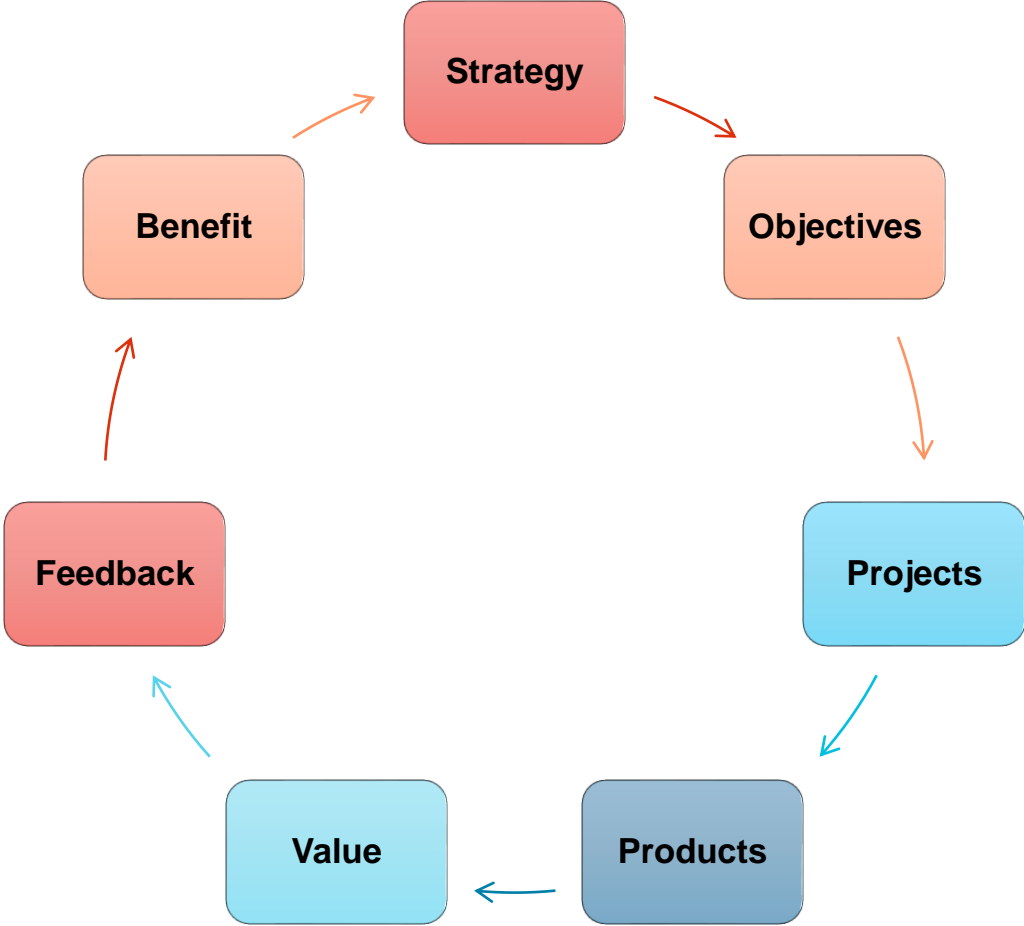
Source: [www.engineering.com](http://www.engineering.com)

# Strategy Implementation Challenges





# Strategy Implementation Circle



- Strategy is achieved through benefits
- Benefits are created by delivering value to customers
- Value comes from products
- Products are created by projects
- Projects are initiated based on strategy and customer feedback

# Product Strategy Map Example

# infarm

## Strategy

Feed cities of tomorrow by bringing farms closer to the consumer

## Objectives

Farms installed in 100 stores in 3 years

## Project

Install farms in Metro grocery stores in Germany

## Product

- Stackable
- Modular
- Climate-controlled
- App to monitor

## Value

- Remote monitoring
- Scalable
- Access to a variety of seeds
- Local food

## Feedback

- 200 in-store farms
- Over 14,000 LinkedIn and Instagram followers

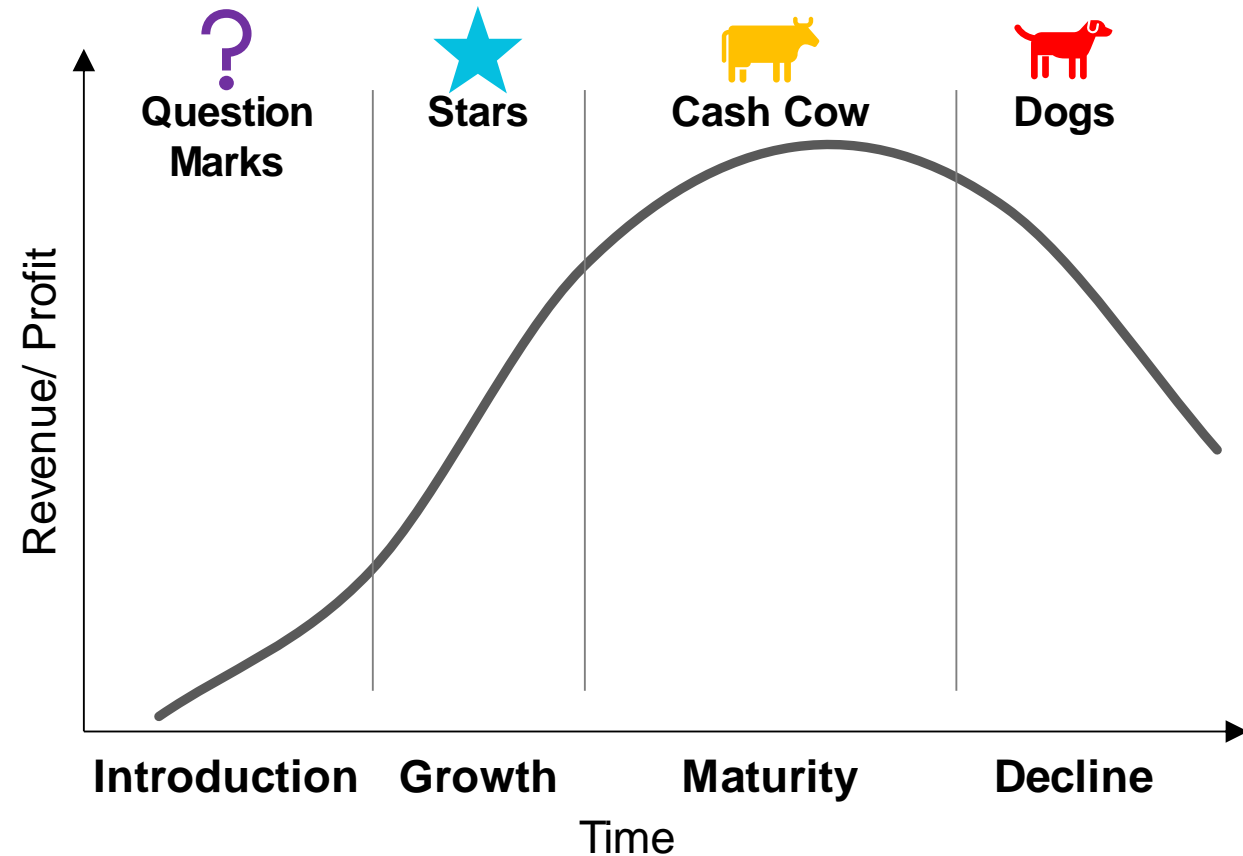
## Benefit

US\$100M in venture capital funding



# Traditional Product Life Cycle

- Developed by the Boston Consulting Group
- Based on creating a full feature product
- Growth through marketing

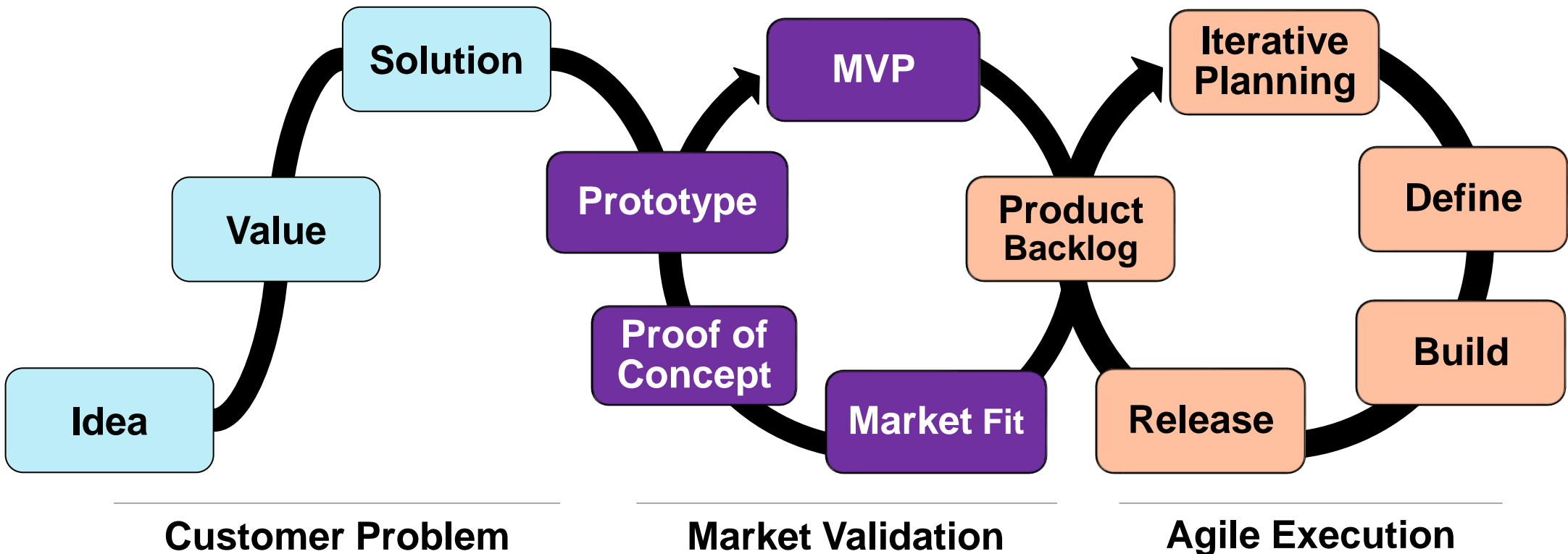


# Iterative Product Life Cycle - Overview

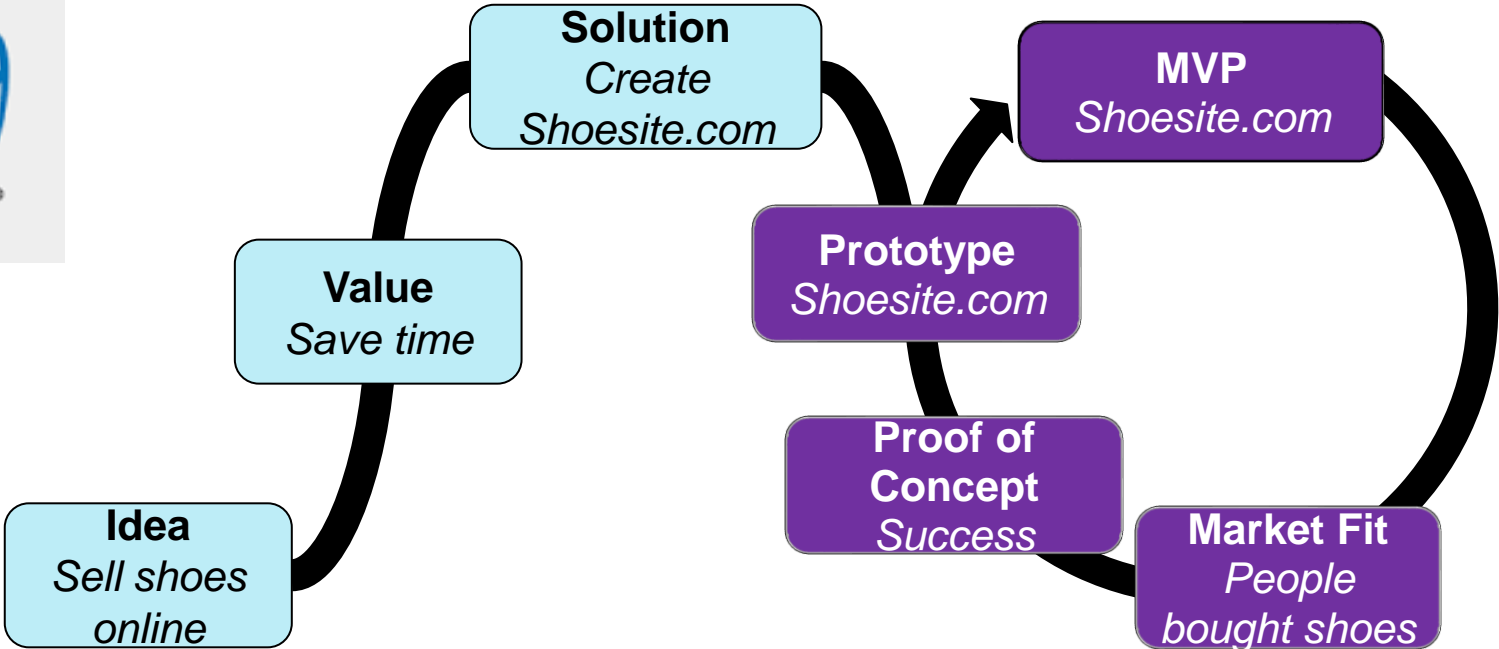


*Minimum viable product (MVP) is the minimum set of features included in a product that delivers value to a customer.*

# Iterative Product Life Cycle

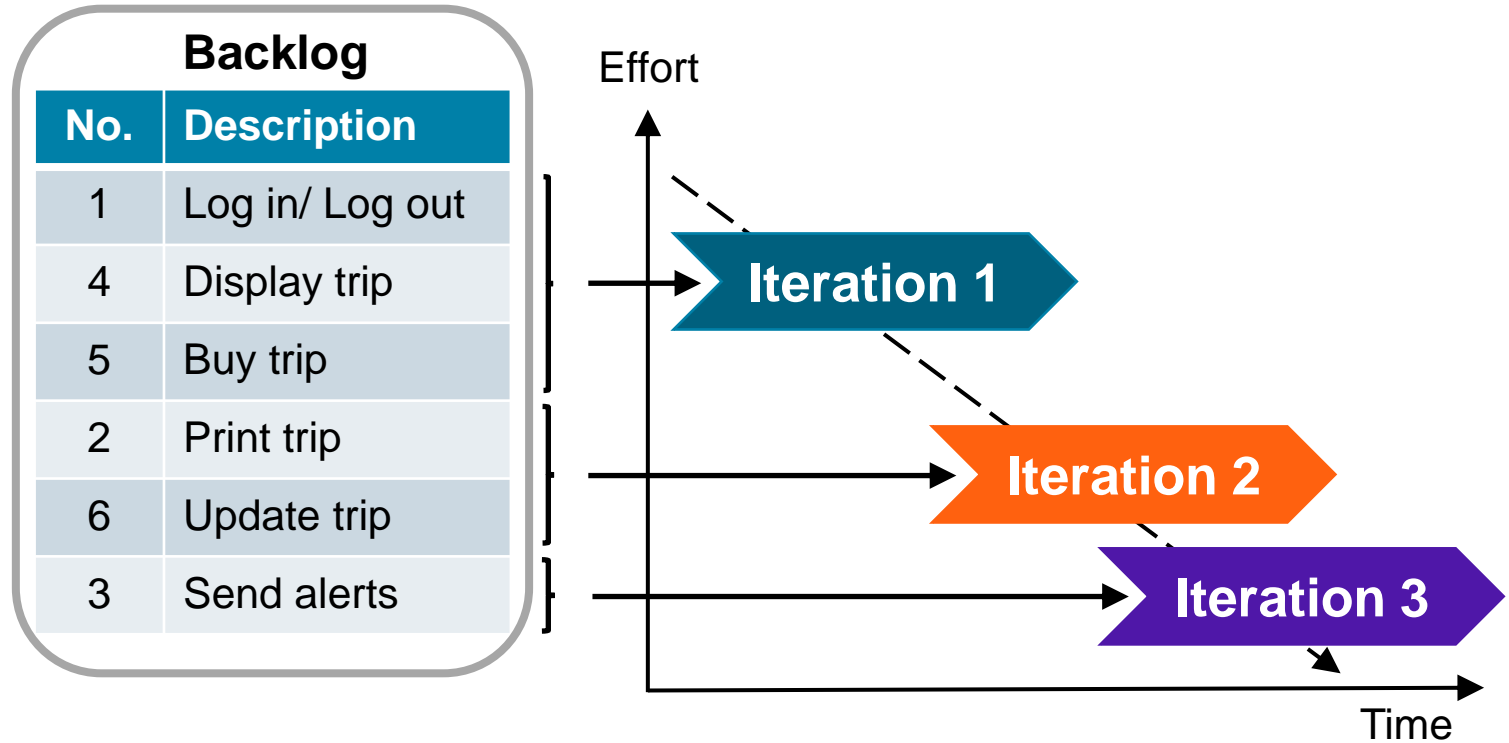


# Product Journey Example



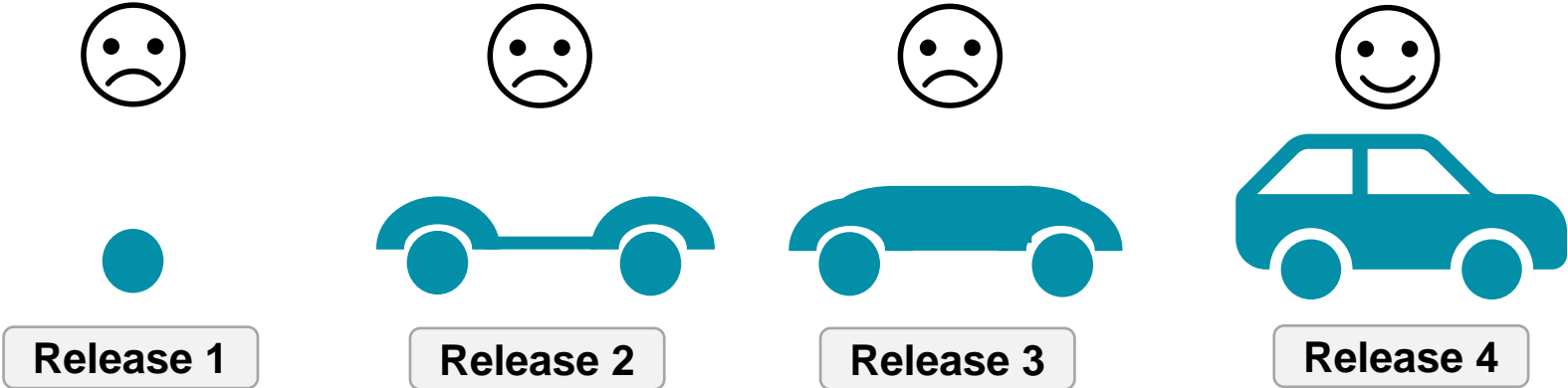
# Iterative Development Approach

- Deliver the features that provide the most value
- Adjust based on customer feedback
- Just in time prioritization

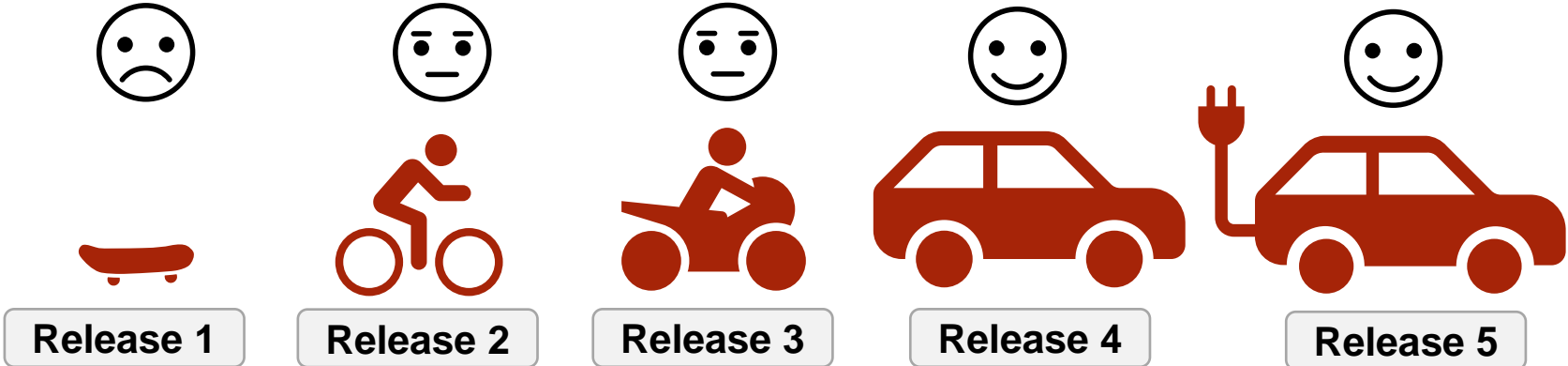


# MVP Concept – Transportation Vehicle

Traditional Waterfall Approach



Adaptive Iterative Approach





# MVP Characteristics

## Goal

- Need to ensure the product delivers value

## Benefits

- Use the MVP to validate the benefits

## Optimization

- Validate the product to avoid waste

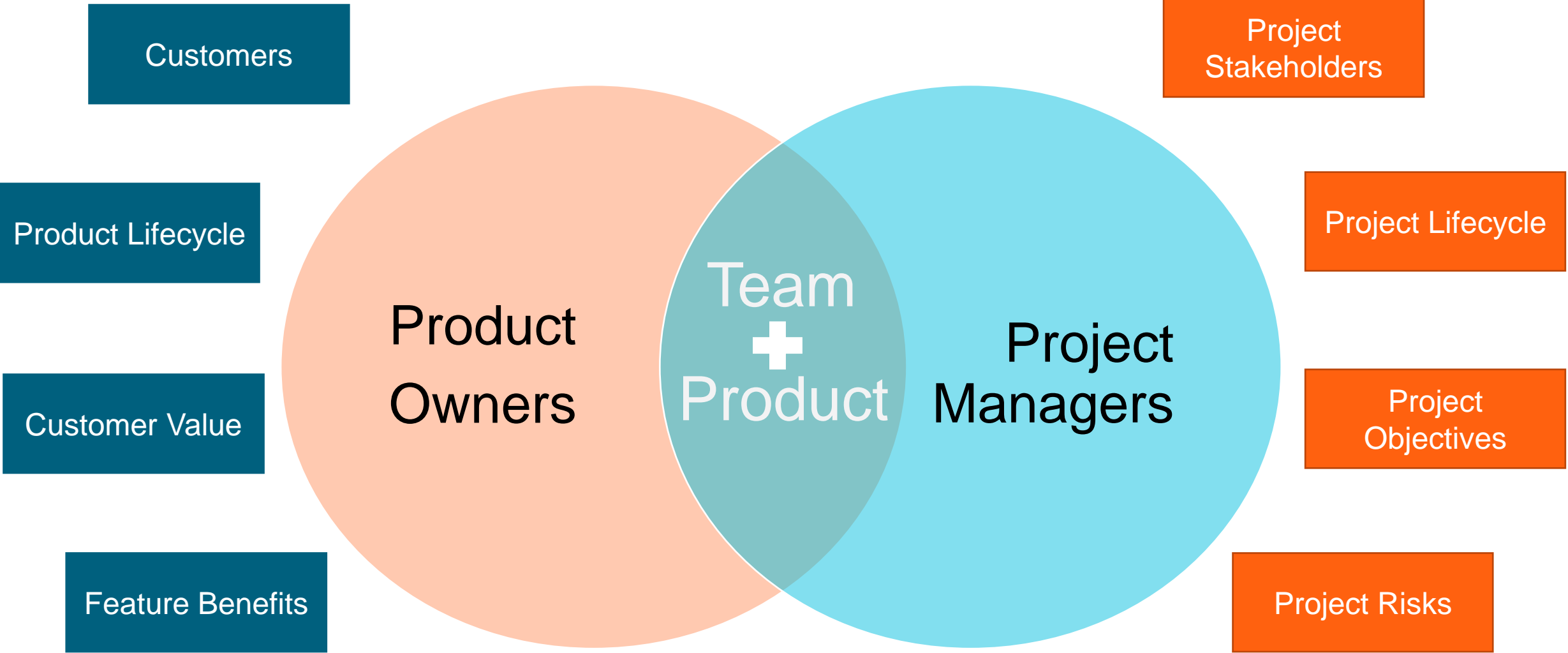
## Acquisition

- Acquire early adopters and get feedback

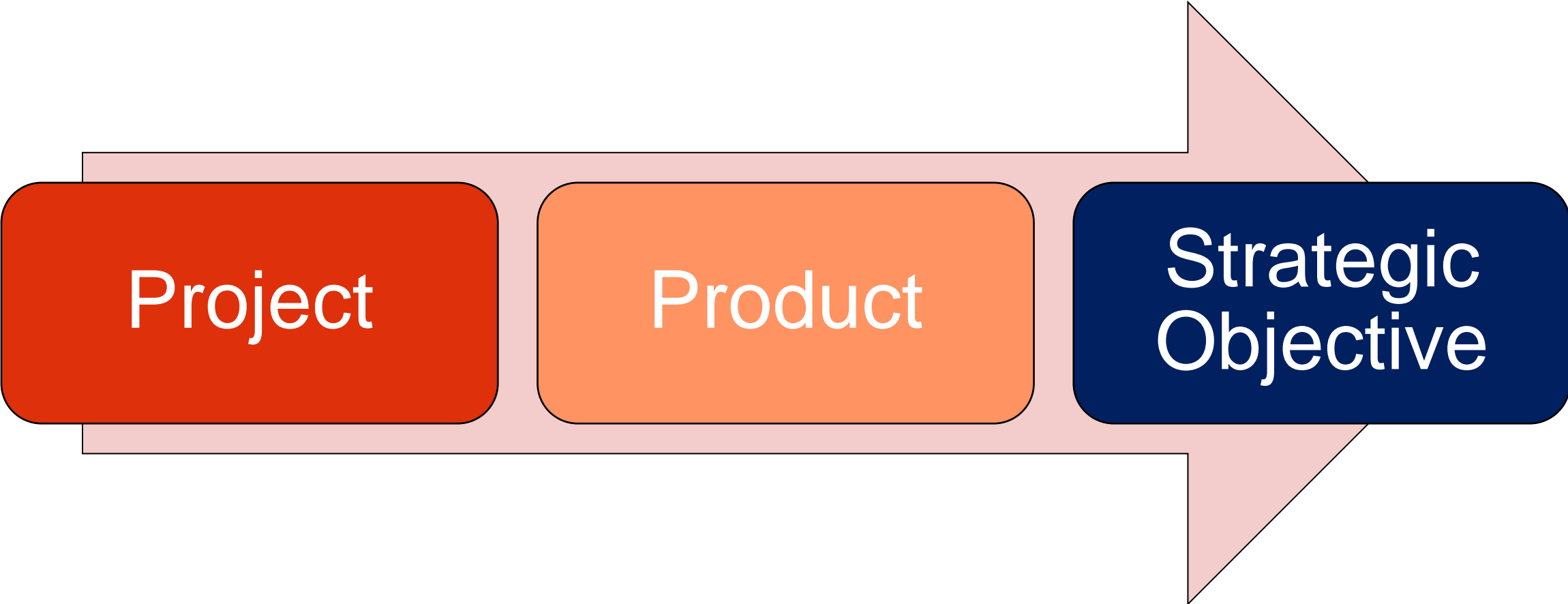
## Focus

- Focus on delivering the value proposition

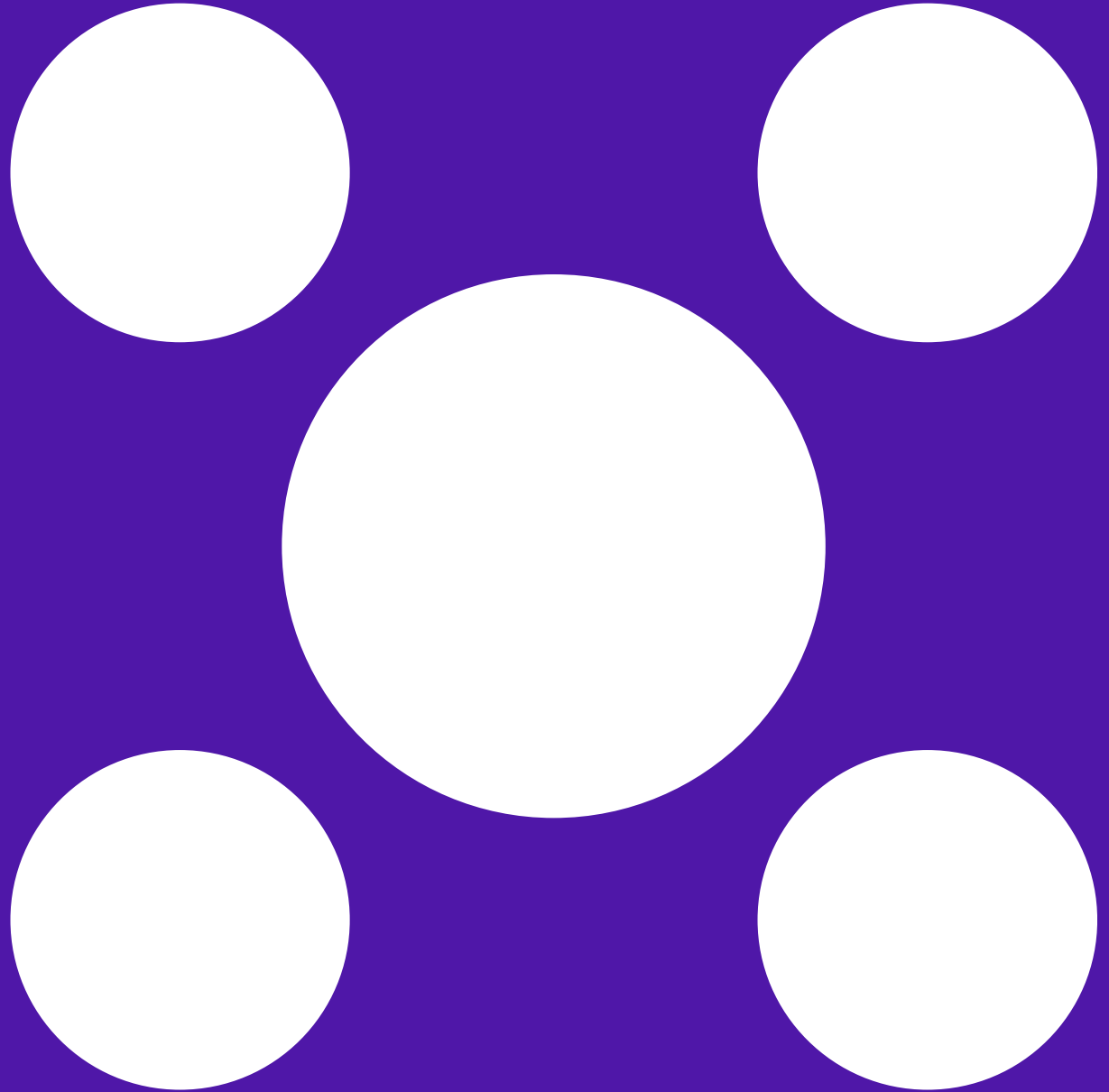
# Project Managers and Product Owners Support Each Other



# Summary



# QUESTIONS



# THANK YOU

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