

# Projects Deliver Products – Products Deliver Strategy

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# Introductions

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- What is your job title?
  - Project manager
  - Program manager
  - Project team member
  - Product owner
  - Product manager
  - Business Analyst
  - Other

# Agenda

- Introduction
- Products are Failing
- Strategy Implementation
- Product Life Cycle
- MVP Concept
- Project Managers and Product Owners
- Questions and Answers

# 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)



**BlackBerry™**



**Kodak**



**Sears**



# Product Development Challenges

- Diversity and diversification
- Disruptive technology
- New business models

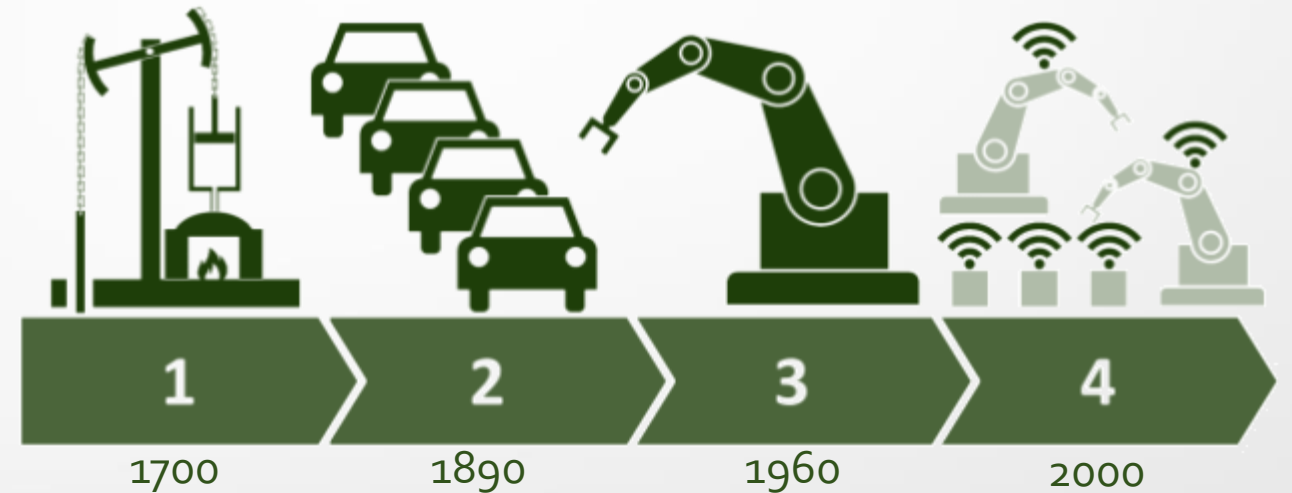


Source: Gen P New Generation of Product Owners Who Care About Customers

[www.newgenp.com](http://www.newgenp.com)

# Why is this Happening?

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



Industrial Age Evolution

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

# Strategy Implementation Challenges

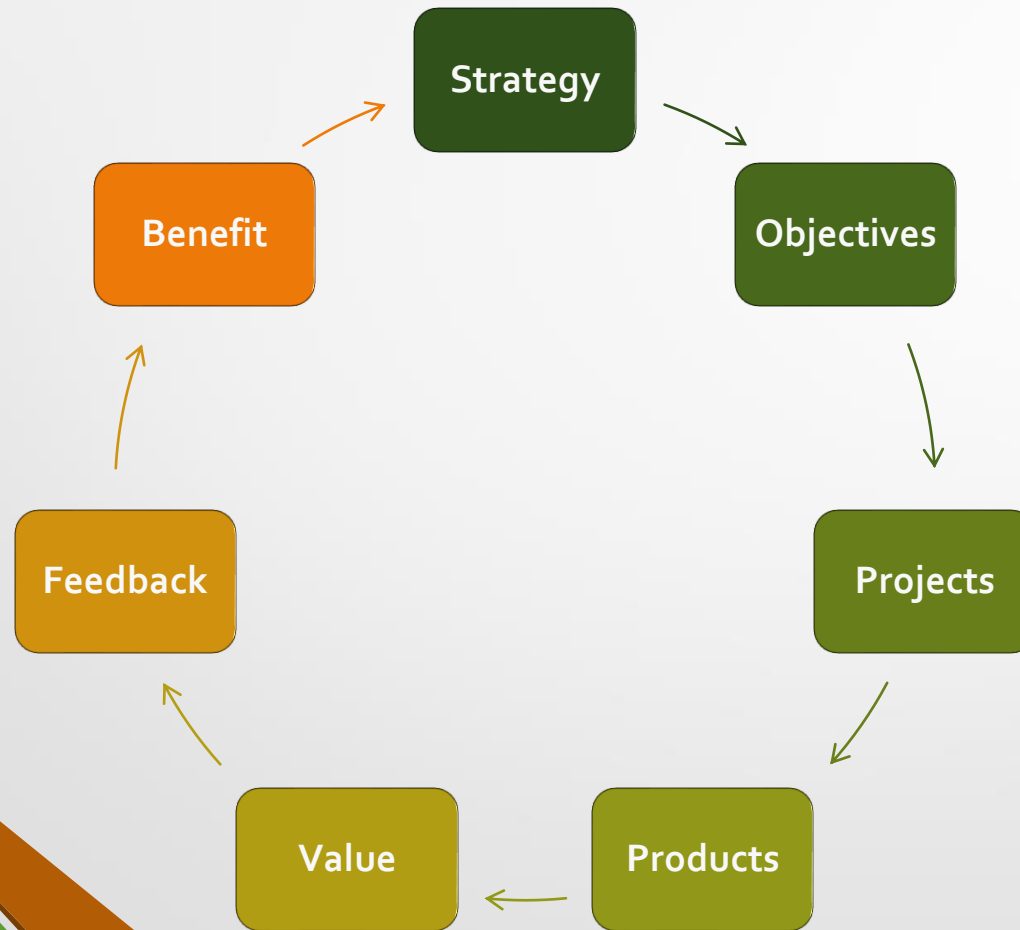
<b>Culture</b>	Change culture to deliver strategy
<b>Structure</b>	Support product delivery through organizational structure
<b>Focus</b>	Focus on the strategic goals and objectives
<b>Execution</b>	Use feedback to deliver products through iterations
<b>Change</b>	Update your strategy as priorities change

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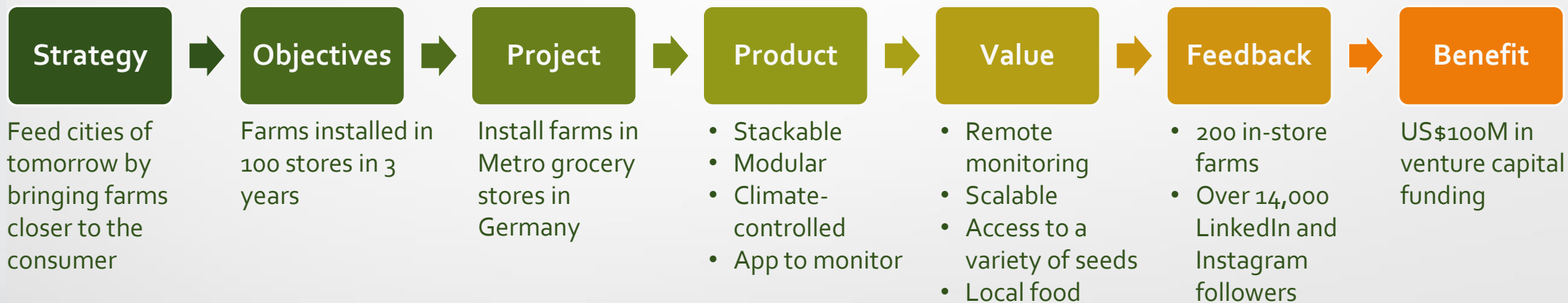
# Strategy Implementation Circle



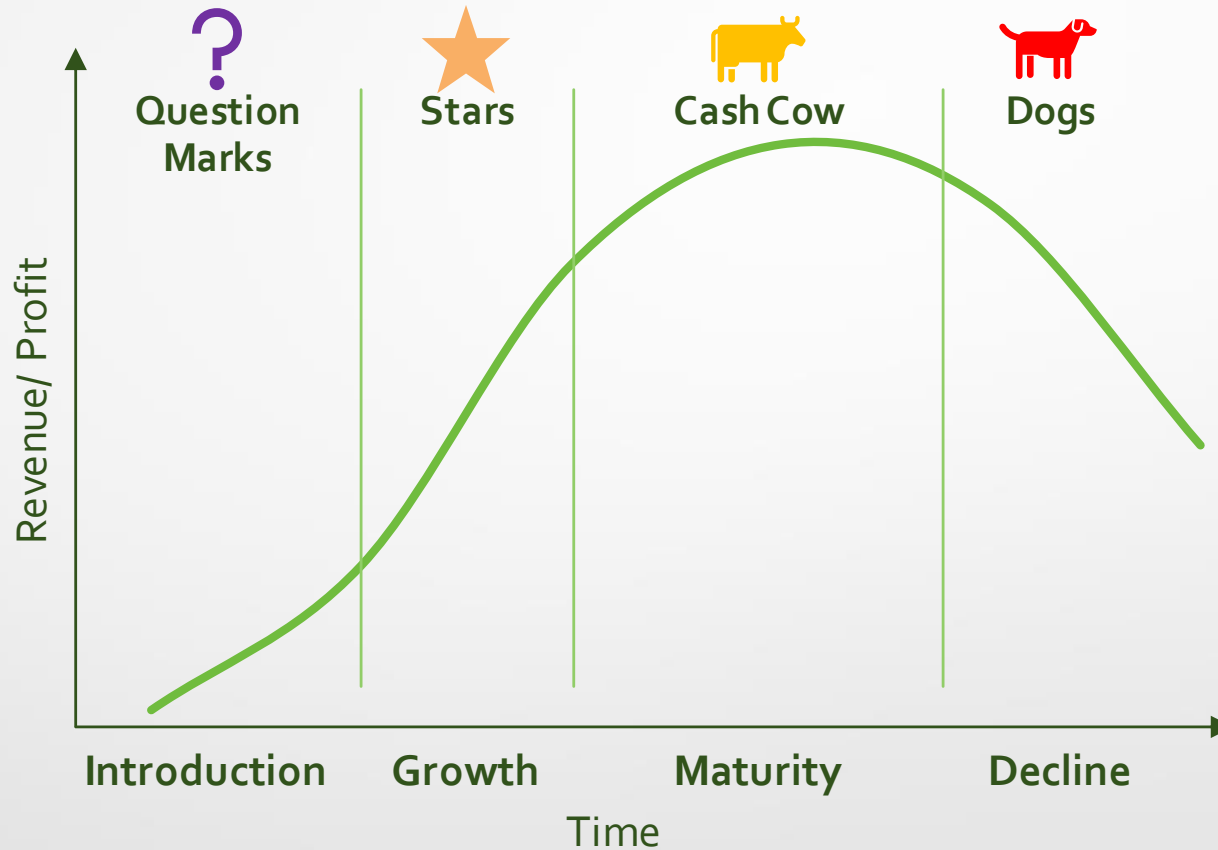
- Strategy is achieved through benefits
- Benefits are created by delivering value to customers
- Value comes from products
- Products are created by projects
- Projects are initiated based on strategy and customer feedback

# Product Strategy Map Example

# in farm



# Traditional Product Life Cycle



Source: Gen P New Generation of Product Owners Who Care About Customers

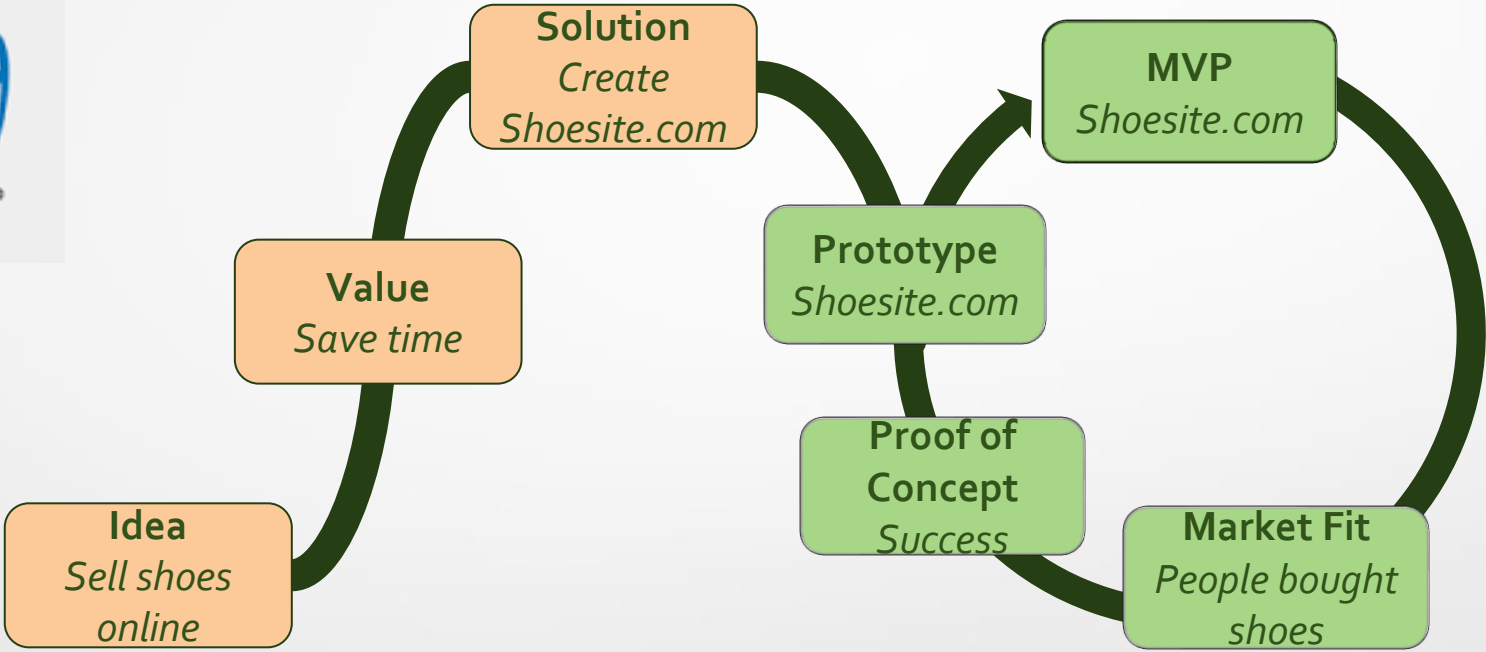
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# Iterative Product Life Cycle - Overview



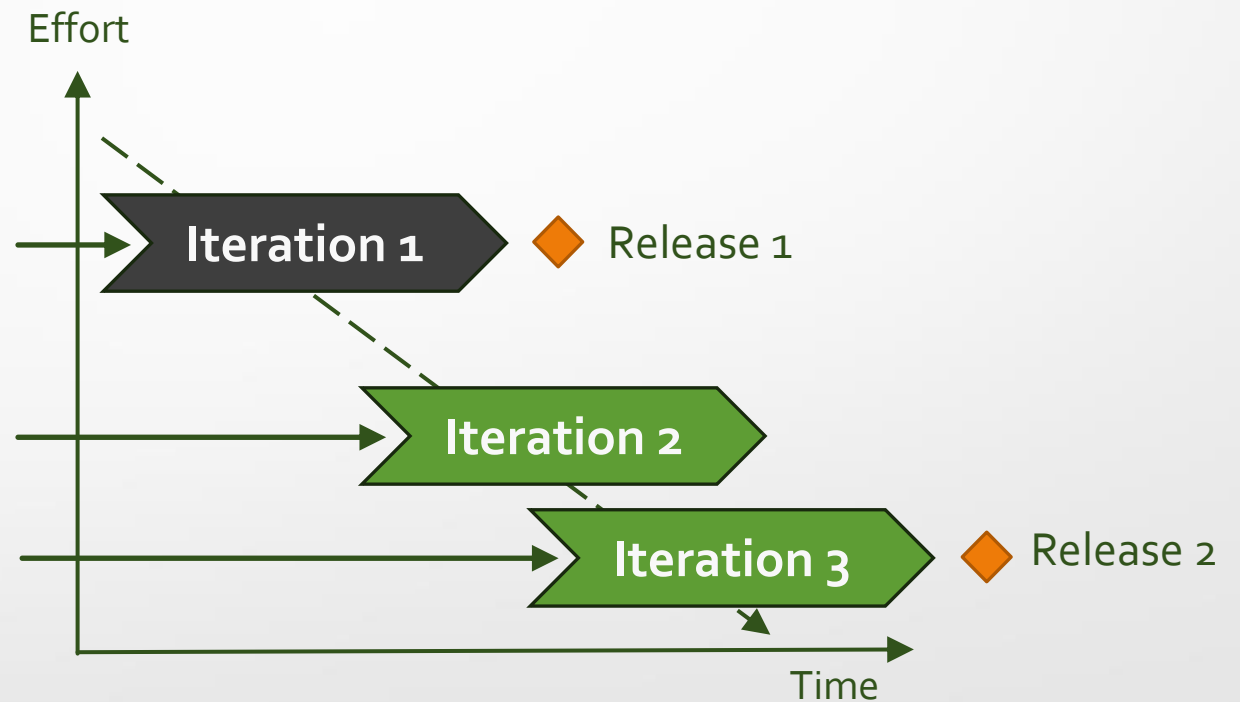
Minimum viable product (MVP) is the minimum set of features included in a product that delivers value to a customer.

# Product Journey Example



# Iterative Development Approach

Backlog	
No.	Description
1	Log in/ Log out
4	Display trip
5	Print trip
2	Update trip
6	Share trip
3	Send alerts



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# MVP Concept



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# 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

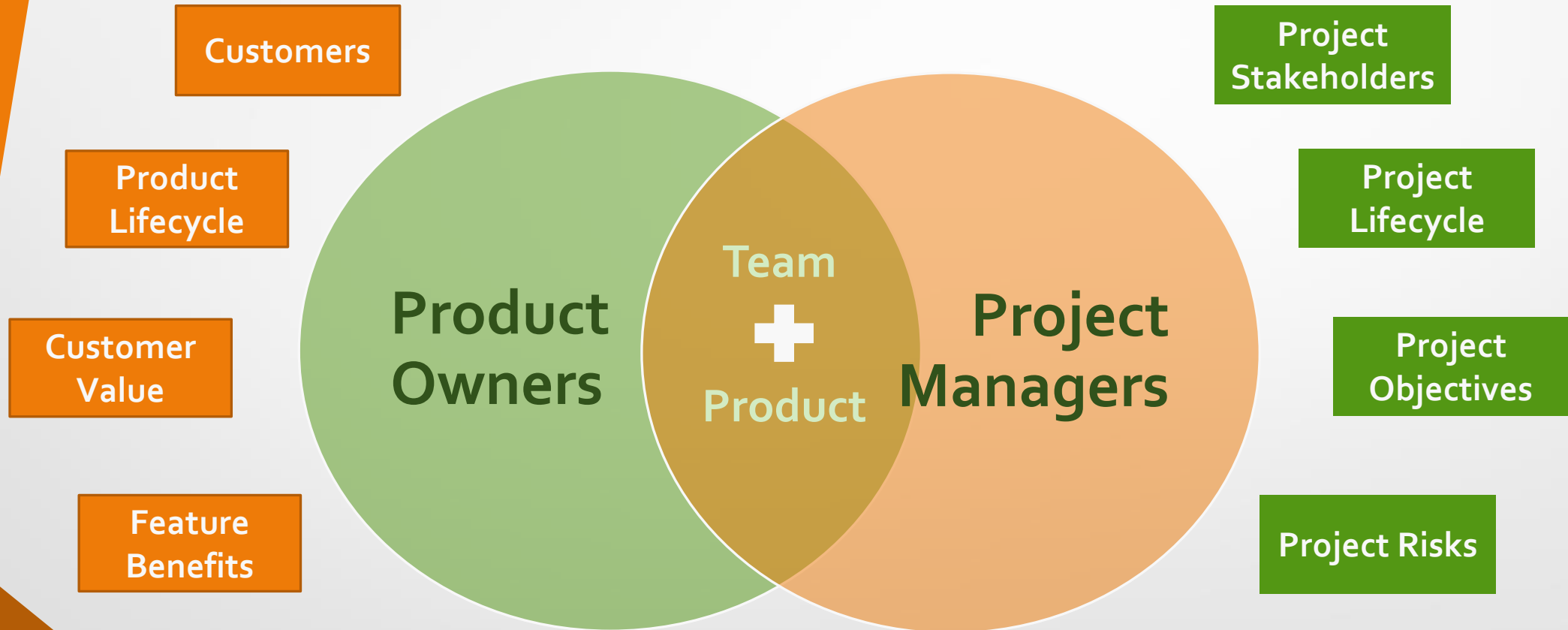
- Focus on delivering the value proposition



# Projects and Products



# Project Managers and Product Owners



# Summary

**Project**

**Product**

**Strategic  
Objective**

# Online Courses Special Offer until August 31



- Product Owner - \$199
  - 8 modules each with 4 templates
  - Feedback on template
  - Weekly Zoom meetings
  - 16 PDUs
- Starting Agile - \$79
  - 16 steps using a case study
  - Weekly Zoom meetings
  - 6 PDUs



# Questions and Thank you

- Email us at [info@newgenp.com](mailto:info@newgenp.com)
- Visit us at [www.newgenp.com](http://www.newgenp.com)