

A hand is pointing at a bar chart with an upward-trending arrow. The background is dark with bokeh light effects.

7

Key questions
to ask about
your products
in the current
complex world



product max

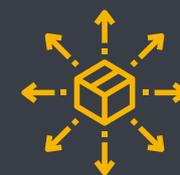
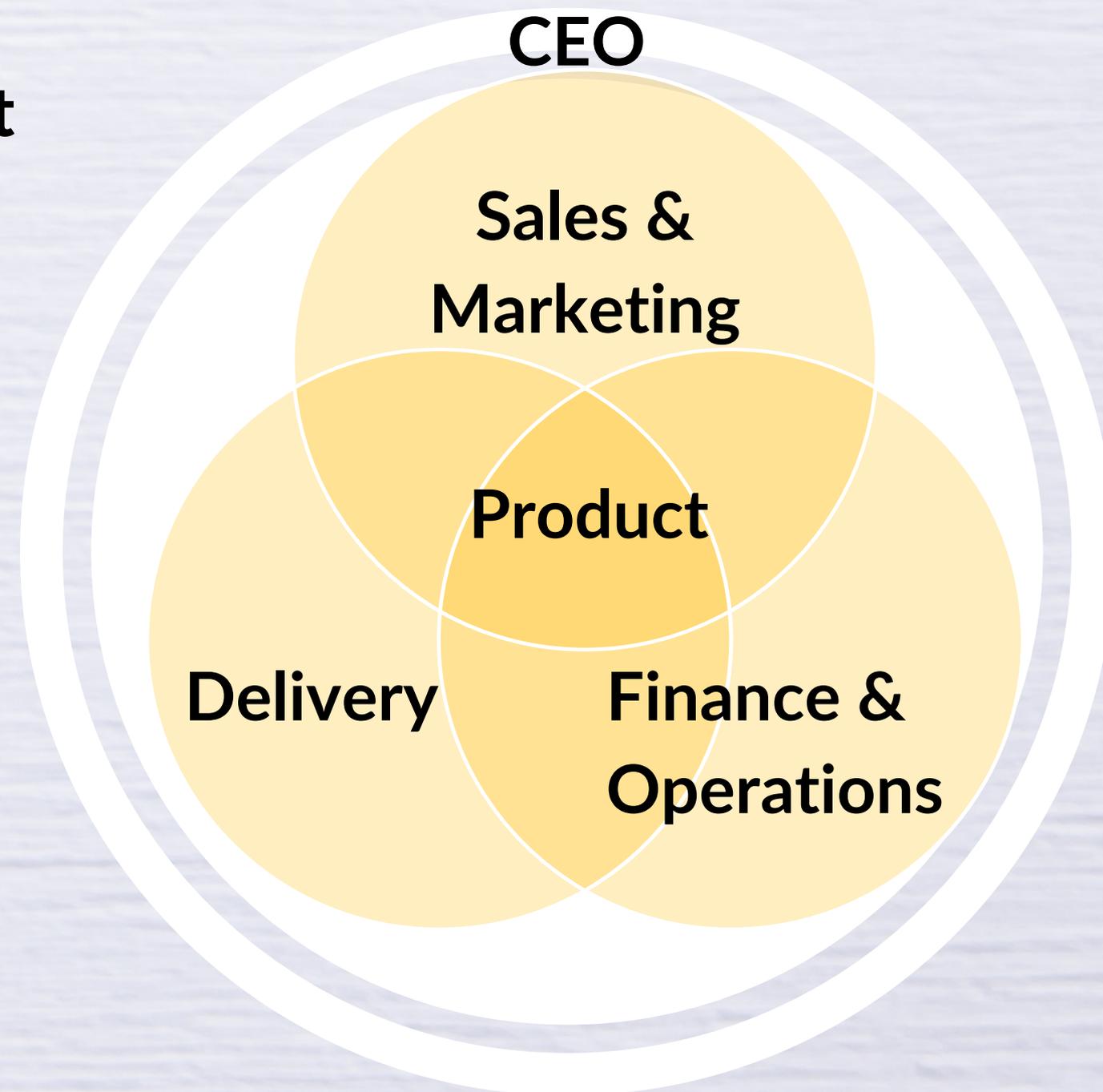
We are still in a volatile, uncertain and complex time

- We are in a VUCA world
 - Volatile
 - Uncertain
 - Complex
 - Ambiguous
- Inflation, the 'great resignation', supply chain uncertainty, and recovery from lock down.
- Now is a time to take a hard look at your product set



Companies are looking at how to be resilient in these times

- Should you look at rapid **cost control**?
- Should you drive more **marketing**?
- Is it a better focus on short term **sales**?
- These are often sticking plasters if the **core product set** and **delivery capability** are not in place



A review of your product set can help build resilience

1. Do I actually have a **product problem**?
2. Do I have the right **product mix** for now and the future?
3. Do my **product propositions** resonate today?
4. Do we treat the **end to end experience** as a product?
5. Do I '**play**' what-if to shape my **product roadmap**?
6. Do I have a robust **product capability** to deliver?
7. Do we have the **right mindset** for product success?



1

Do I actually have a product problem?

The solution might **not** be better sales or marketing.

- What's changed in the market & customers?
- How is this affecting our business?
- Are our products hitting the right spot?
- Is it a pricing, people, process, technology, delivery or cost model problem?

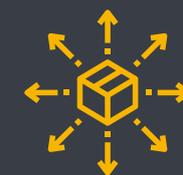
The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

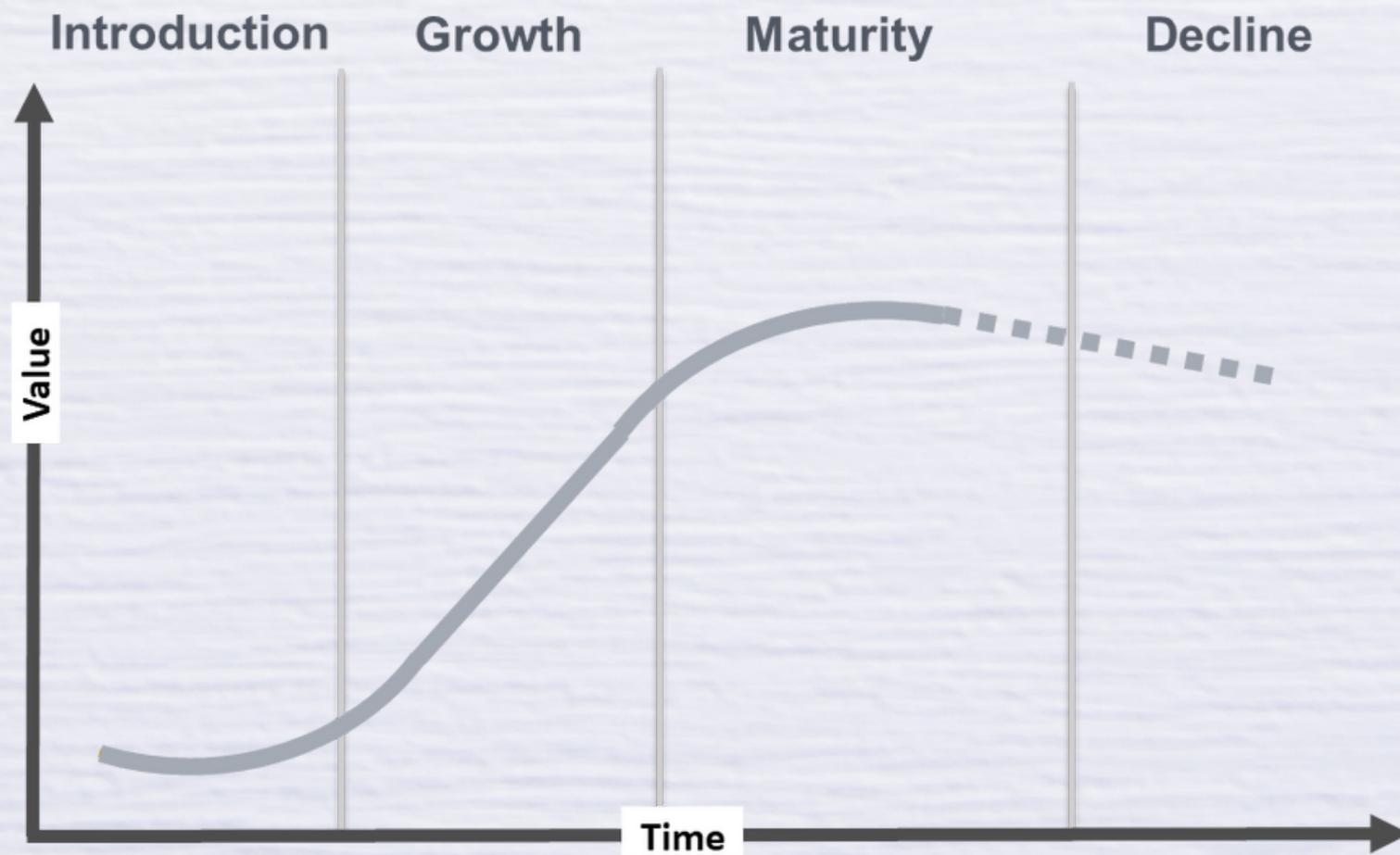
DESIGNED BY: Strategyzer AG
The artistry of Business Model Generation and Strategyzer

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2

Do I have the right product mix for now and the future?

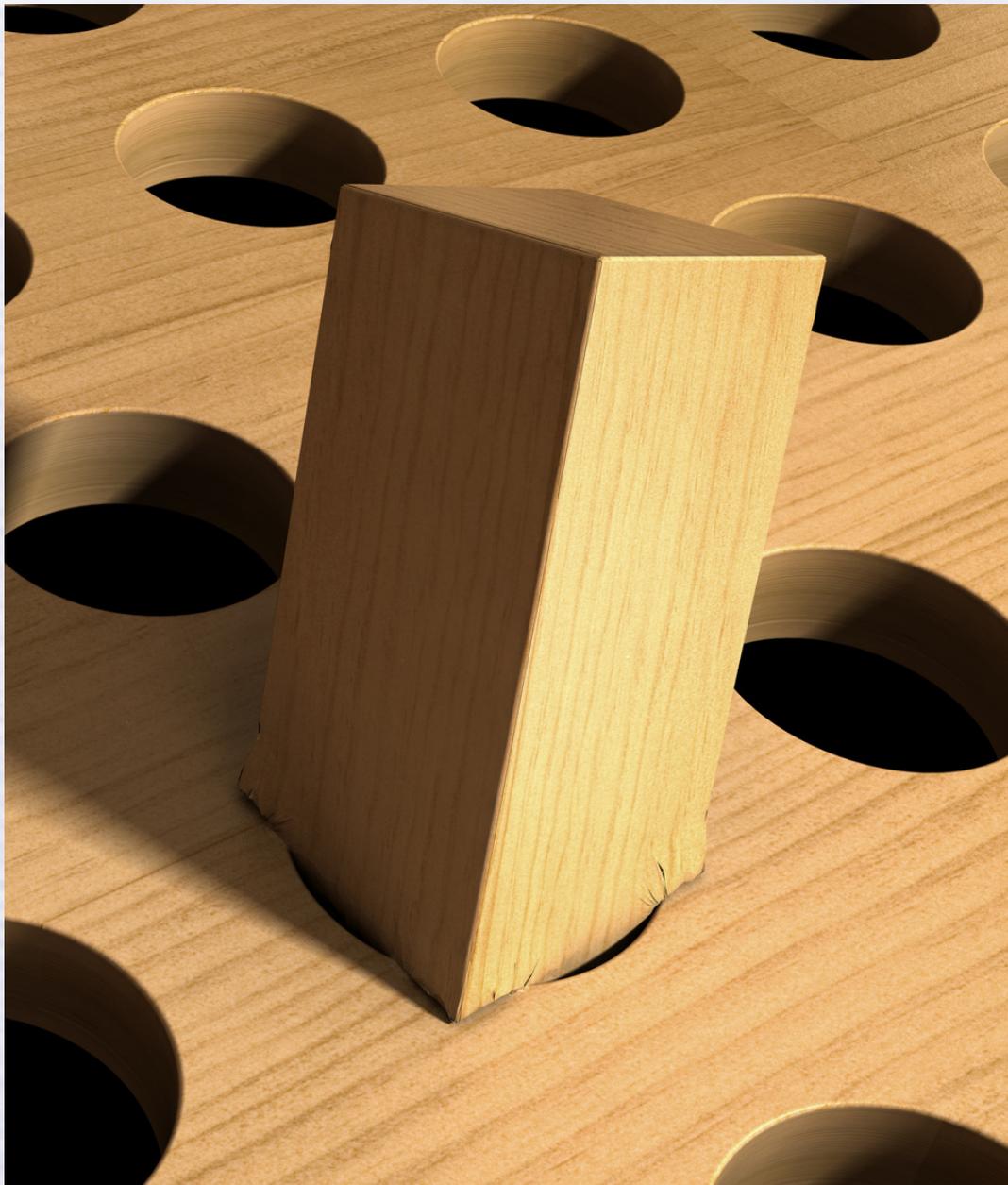


- Do you know all the products you sell?
- How much is bespoke and could be productised?
- Where do the products fit on the lifecycle?
- Do you have any products that you need to retire (but can't)?



3

Do my product propositions resonate today?



- Has the market changed but the proposition hasn't?
- Has the competition changed?
- Are we pricing correctly?
- Do we need to adjust the benefits (features) of the product?
- Do our customers understand what this really does?
- Are we telling people of the successes it gives?



4

Do we treat the end to end experience as a product?

Marketing

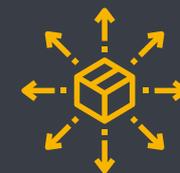
Sales

Delivery

Service

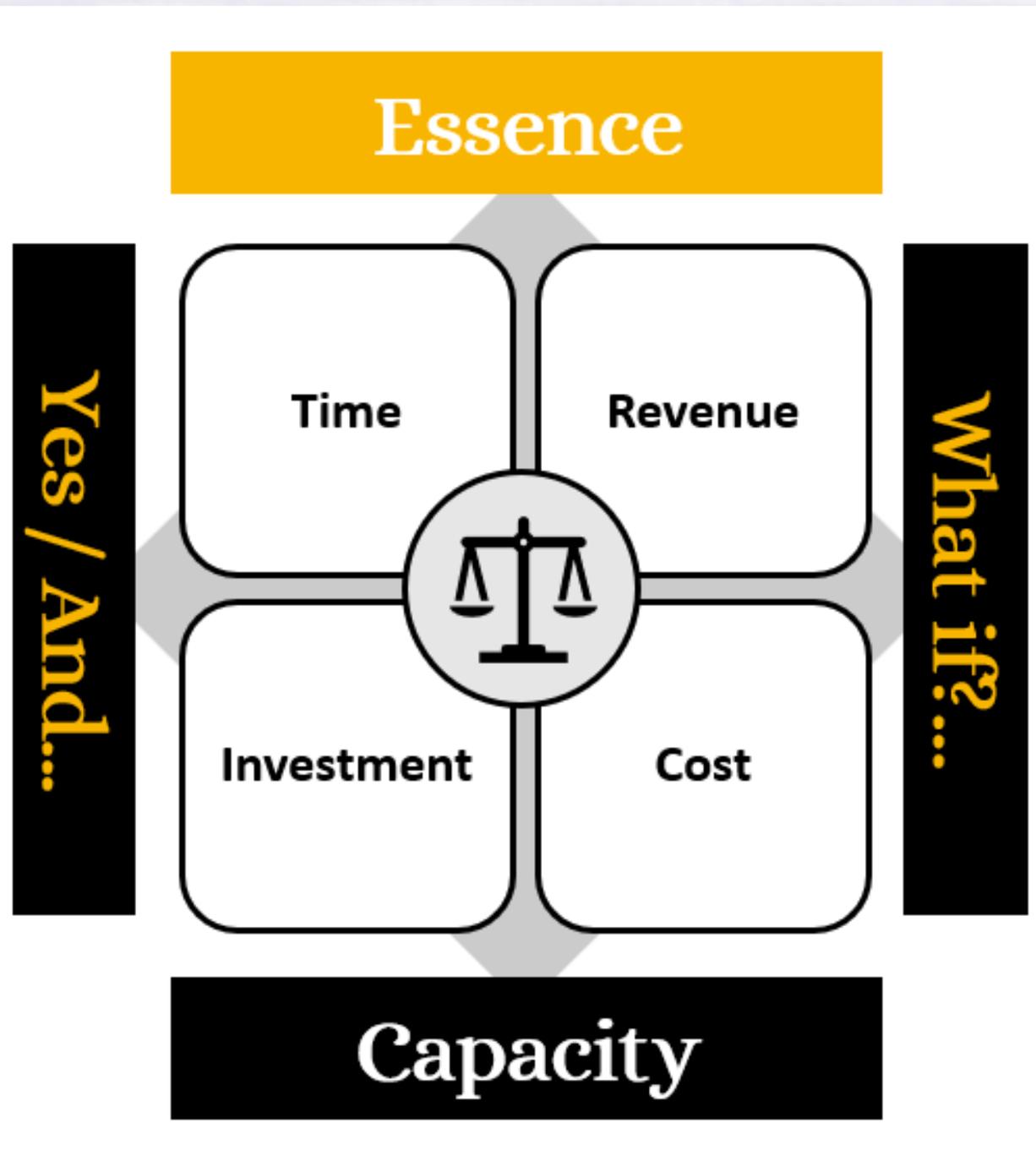
Loyalty / Sell-on

- Our client delivery elements are not the only products.
- A good product can fall down if the end to end experience is no good.
- Are we looking at our market tools in the product? (website, diagnostics, tasters etc)
- Are we looking at our service tools in the product?
- Are we looking at loyalty and sell-on in the product?



5

Do I 'play' what-if to shape my product road map?

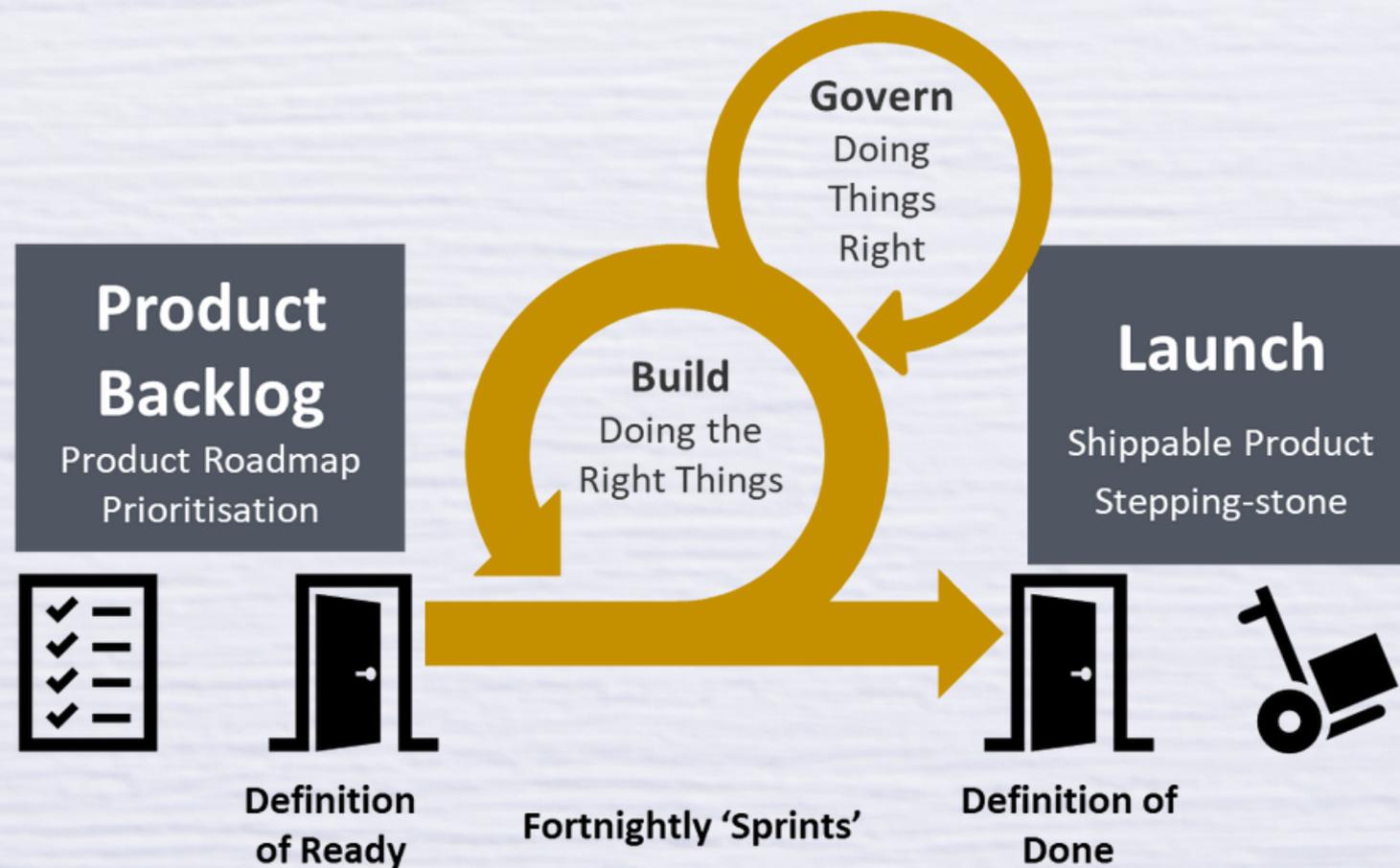


- What if we played..
 - new scenarios
 - new strategies
 - brought diverse thinking
- What if we explored reshaping our product:
 - Reconstruct
 - Recombine
 - Rearrange
 - Reinvent
 - Refine
 - Reinvest

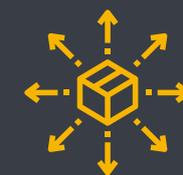


6

Do I have a robust product capability to deliver?



- Do we have a clear product roadmap?
- Are we doing the right things?
- Are we doing them right?
- Are they delivering on their promises?
- Are we clear on what success is?
- ... and tracking it?



7

Do we have the right mindset for product success?

- Is the CEO delegating properly?
- Does the right person own the whole product experience? (and not just the tech)
- Is there a 'lob it over the fence' mentality?
- Is there a blame mentality?
- Do we seek and listen to client and market feedback?
- Are we working together for joint success?



**Do any of these questions
resonate with what might be
holding your business back?**



**Then let's have a brief call to
explore and share ideas**

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**or book via
[Calendly.com/Peter-Bricknell](https://calendly.com/Peter-Bricknell)**



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