

4 Areas to Focus on For Product Leaders in the Coming Storm

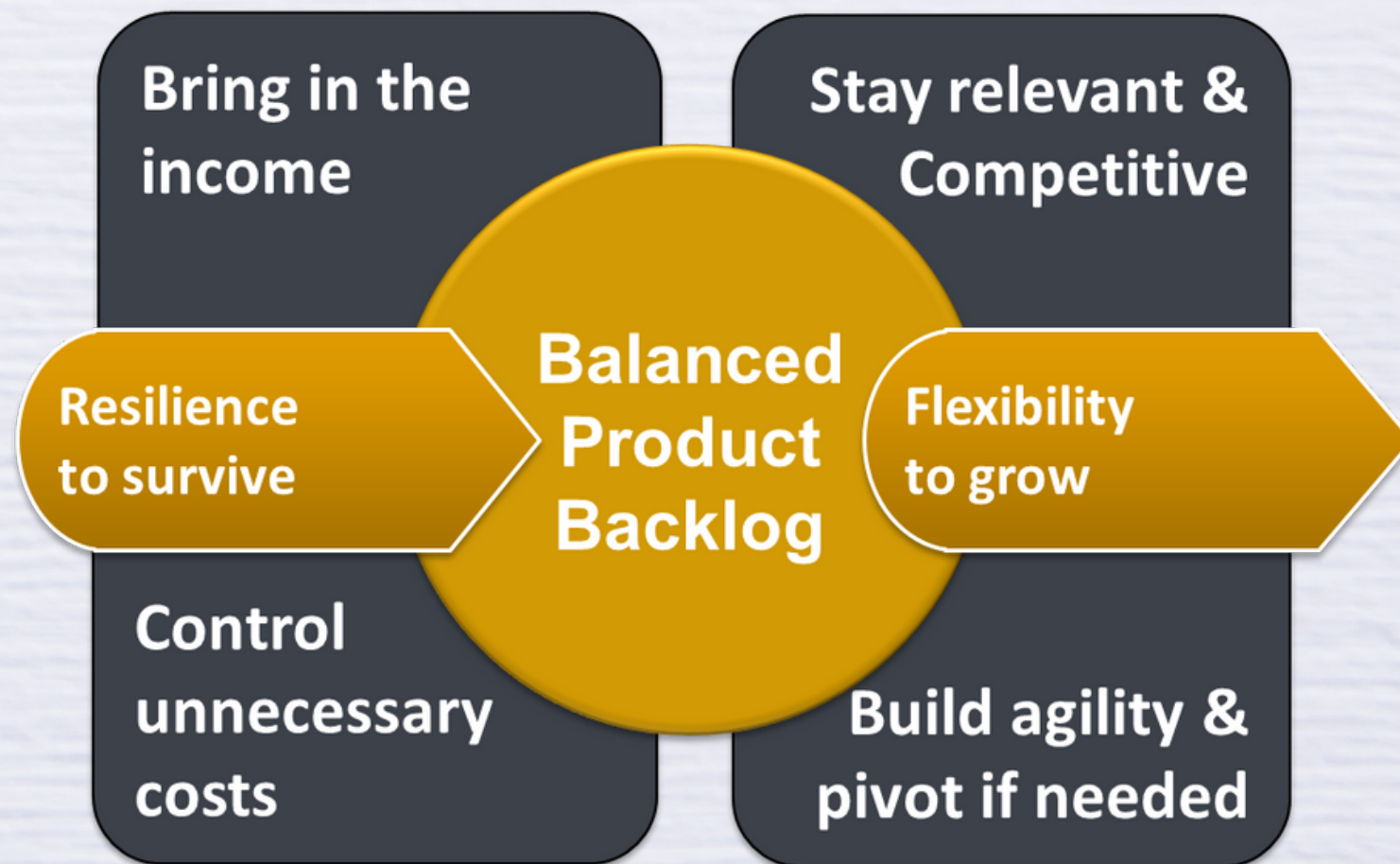


We are still in a volatile, uncertain and complex time

- 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 need to balance **survival** with **flexibility** to grow



Is your product set and product backlog balanced in these four areas?



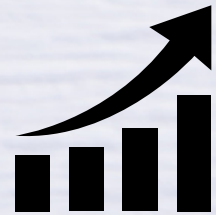
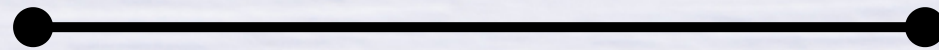
1 Bring in the income



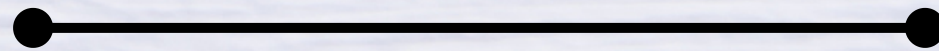
- Are you **meeting your customers needs** at this moment?
- Are you reaching all your prospective customers?



- Are you **losing potential customers** in the pipeline?
- Is there anything that is turning them away?



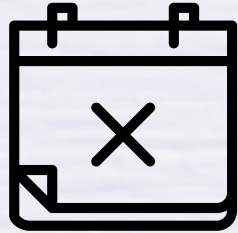
- Are there **simple added services** that you can charge for?



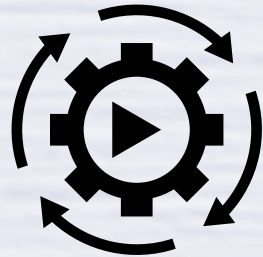
- Are you making sure your **customer is happy**?
- Are you keeping them loyal and bringing them back?



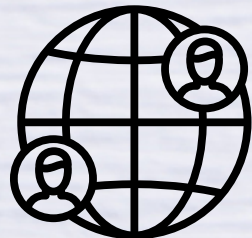
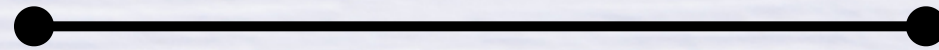
2 Control Unnecessary Costs



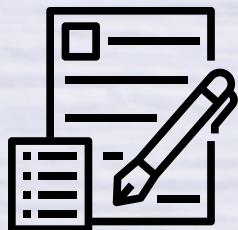
- Are there any products or features that are **no longer necessary**? Can you cancel them



- Can you **automate** more of your service?
- Can you make it easier for customers to serve themselves?



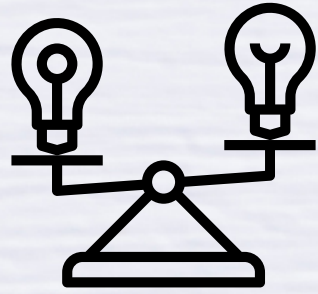
- Can you do **more remotely**?



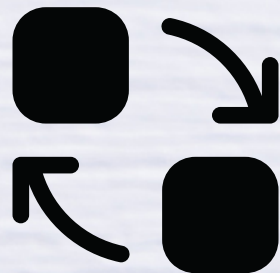
- Are you **slowed down by processes** and documents?



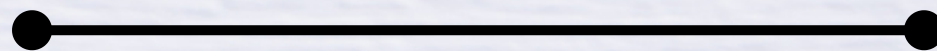
3 Stay Relevant & Competitive



- Do you know what your **competitors are doing** now?
- Is your value proposition still good against them?



- Do you know what they might **substitute your product** with?
- Is there anything that is turning them away?



- Are you making it easy for **customers to stay**?
- Are you helping customers realise what they will **lose if they leave**?
- happy to stay-in vs forced to lock-in!



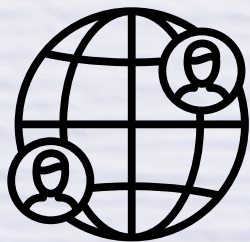
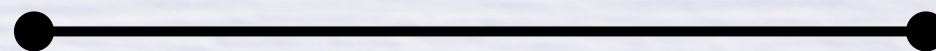
4 Build agility & pivot if needed



- Are you converting tailored solutions into **flexible products**?



- Do you know **the essence** of your product set?
- Can you direct them into other solutions, locations and industries?

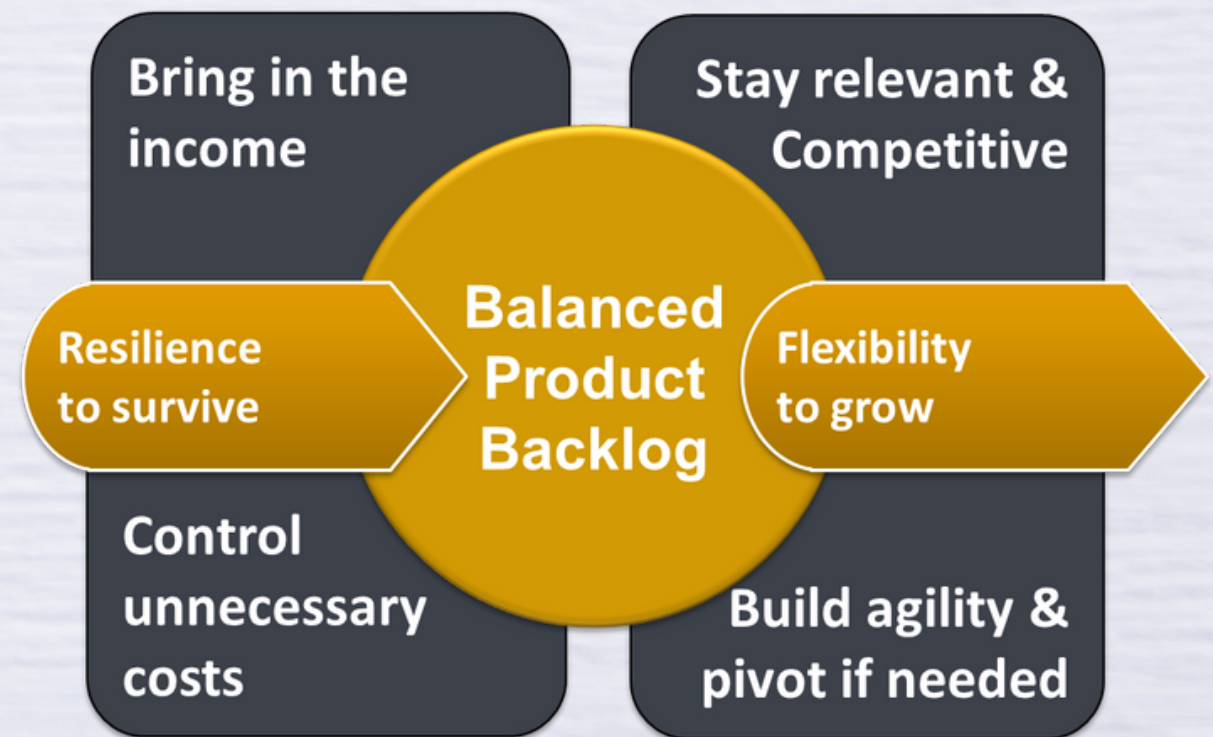


- Can you **easily serve new markets** and locations from your base?



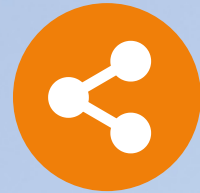
So what ... to do now?

- A **product check up / diagnostic** can help you look at how your product portfolio & product capability are set up for resilience and flexibility
- This looks at your product:
 - **Portfolio / Revenue model**
 - **Propositions**
 - **Backlog & mix**
 - **Roadmap**
 - **Mindset, and**
 - **Delivery Capability**





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