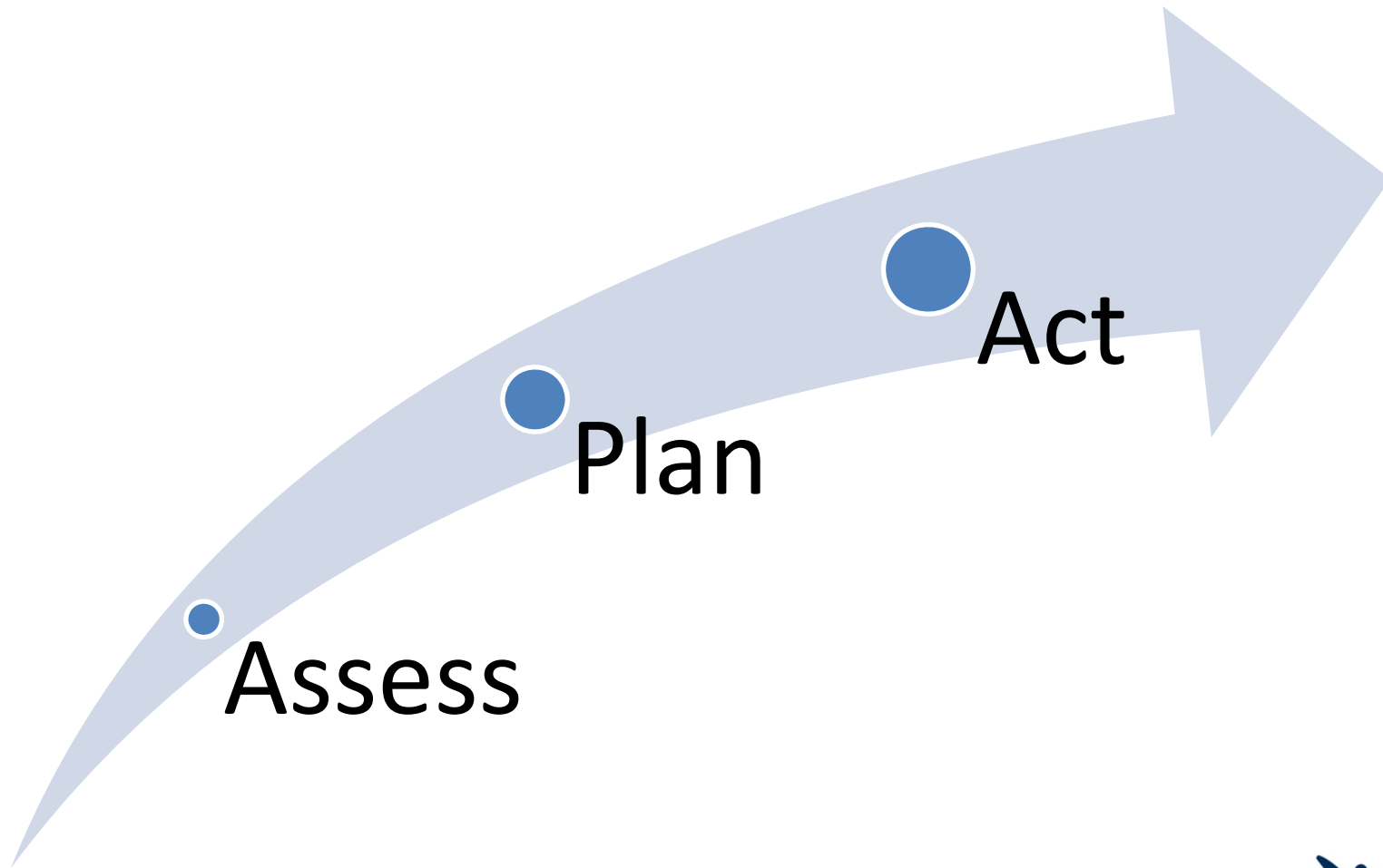


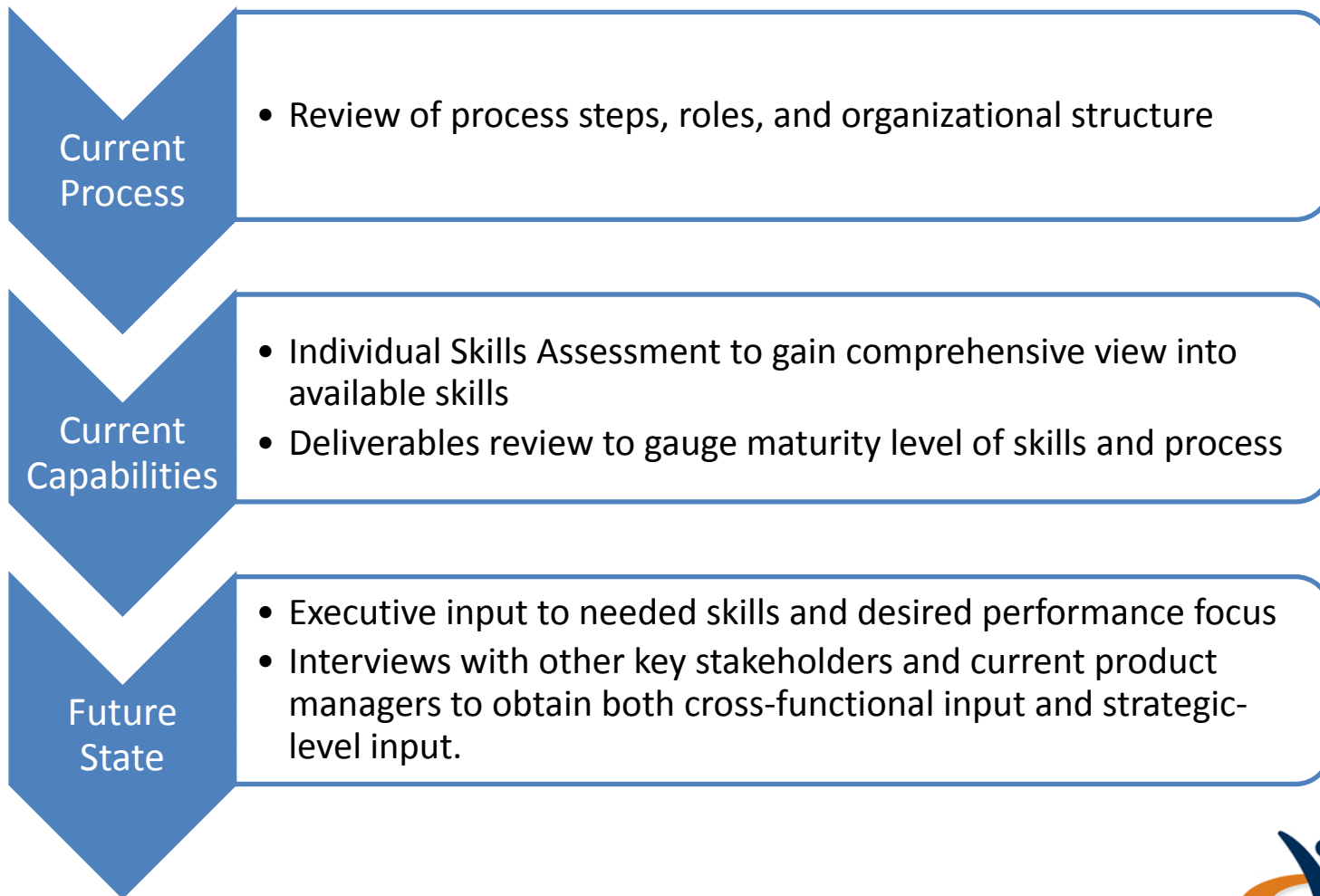
Product
Management
Process
Setup/Tune-up



Three Steps to More Successful Products



Assess



Plan



Organizational Framework

- Align with strategy
- Consider fit within company
- Roles and job descriptions

Process Framework

- Activities
- Deliverables and templates
- Decision points and criteria



Act



30-60-90 Day Implementation Plan

Two-day custom Product Management Intensive® Workshop

Coach through creation of Product Plans to transform thinking and behavior

Optional deep-dive workshops

Optional facilitated Strategy and Portfolio Reviews

