PRODUCT MANAGEMENT STRATEGY

PURPOSE

Establishing a clear understanding of the product's purpose, aligning it with the organization's objectives, target audience, unique selling propositions, user benefits, and financial advantages. This comprehensive view provides clarity and a well-rounded perspective

STAKEHOLDER MATRIX

Identify, engage, and involve all stakeholders (clients/sponsors/compliance/finance/sales/ regulators) in the ecosystem, recognizing their critical role in product development and rollout. Understand their expectations and contributions, ensuring alignment and effective collaboration throughout the product management process

ESTABLISH AGILE ECOSYSTEM

Establish robust processes for product development using an agile methodology. Define a clear roadmap, create backlogs, and formalize sprint ceremonies and retrospectives. Identify relevant stakeholders for each processes. Ensure processes include enablers like cost-benefit analysis, budgeting, competitor analysis, surveys, research, and legal considerations

CREATING VALUE

Focus on value-driven product development, collaborating closely with the scrum master and other stakeholders. Ensure that outputs from ceremonies contribute to creating value. Emphasize progress and tangible outcomes, avoiding unproductive discussions. Ensure robust testing processes for various stages of development to deliver world class products

MONITOR PROGRESS

Regularly monitor progress against agreed KPIs, goals and the product roadmap. Evaluate performance, manage stakeholders effectively, address risks, and incorporate feedback from product usage and client experiences. Utilize metrics to make data-driven decisions.

SEAMLESS COMMUNICATION

Prioritize communication, adopting a culture of overcommunication. Establish regular channels with stakeholders for transparent and timely updates including clear documentation. Foster strong relationships, manage expectations, and ensure effective communication

PROMOTION & INNOVATION

Emphasize promotion and innovation, generating excitement through regular roadshows and demonstrations. Support commercial and marketing aspects, staying updated on industry developments to identify new ideas and opportunities for continuous product growth.