

Blackblot SPM* Seminar Action Plan

* Part of the “Strategic Product Management™” seminar.

<p>1. Roles and Goals</p> <ul style="list-style-type: none"> • Understand your respective job description and work towards your goal. • Generate long-term value for your company by focusing more on formulating strategy and less on performing tactical activities. 	<p>2. Corporate Strategy Mix</p> <ul style="list-style-type: none"> • Develop a valid and clear corporate strategy mix, and abide by it. • Synchronize the market and product strategies with the company’s business strategy. 	<p>3. Research</p> <ul style="list-style-type: none"> • Search well in advance for market problems and needs. • Build and maintain a market intelligence process and body of knowledge for every product or product line you manage. • Build your own domain expertise.
<p>4. Product Positioning</p> <ul style="list-style-type: none"> • Build long-term identity (via positioning) since being first-in-mind equals customer ownership. • Create a clear positioning statement that will identify your product’s unique strength. 	<p>5. Value Documents</p> <ul style="list-style-type: none"> • Marketing communication media vehicles and all marketing programs must reflect the USP when communicating the product to prospective customers. • Ensure everyone in your company knows and understands the content of the value documents. 	<p>6. Market Plan</p> <ul style="list-style-type: none"> • Effective marketing is planned, so create a marketing plan. • Avoid “spaghetti” marketing. It can be very expensive and inconsequential.
<p>7. Launch Plan</p> <ul style="list-style-type: none"> • Realize a launch is critical to product success. • Plan well in advance as there is no second chance at creating a first impression. 	<p>8. Marketing Review</p> <ul style="list-style-type: none"> • Perform a marketing review aimed at correcting your company’s processes and market strategies. • Conduct a marketing review every quarter as well as annually. 	<p>9. Market Requirements</p> <ul style="list-style-type: none"> • Always first uncover and articulate market requirements. Do not begin by defining products.

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<p>10. Features Matrix</p> <ul style="list-style-type: none"> • Product Management owns and controls the product's market requirements. • Engineering owns the solution and the product development project schedule. 	<p>11. Product Roadmap</p> <ul style="list-style-type: none"> • Roadmaps build customer and sales channel confidence. • Find the right time spacing otherwise the market freezes or leaves relative to the next release. 	<p>12. Pricing Model</p> <ul style="list-style-type: none"> • Control the reductions strategy. • Ensure the price reflects value. • Do not do cost-plus pricing. • Do not over or under price.
<p>13. Product Evangelism</p> <ul style="list-style-type: none"> • Develop and maintain all your communications skills: writing, public speaking, email, phone, conversational, interviewing, and presentation. 	<p>14. Meeting Rules</p> <ul style="list-style-type: none"> • Propagate strategy and workload to avoid meetings. 	<p>15. Management by Objectives</p> <ul style="list-style-type: none"> • Have yourself, your boss and team prepare MBO plans.
<p>16. Deliverable Sign-Off</p> <ul style="list-style-type: none"> • Do not over use sign-off emails. • Use discretion and apply a sign-off only to important deliverables. 	<p>17. Proof of Work</p> <ul style="list-style-type: none"> • Document your work and the work process. • Create a network shared bundle book. 	<p>18. Merit Measurement</p> <ul style="list-style-type: none"> • Perform a product management performance review as a key learning and feedback component of your process methodology. • Conduct a performance review every quarter as well as annually.

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