



Applied  
Frameworks

# Product Management Minute

## Why Does the Industry Lifecycle Matter?

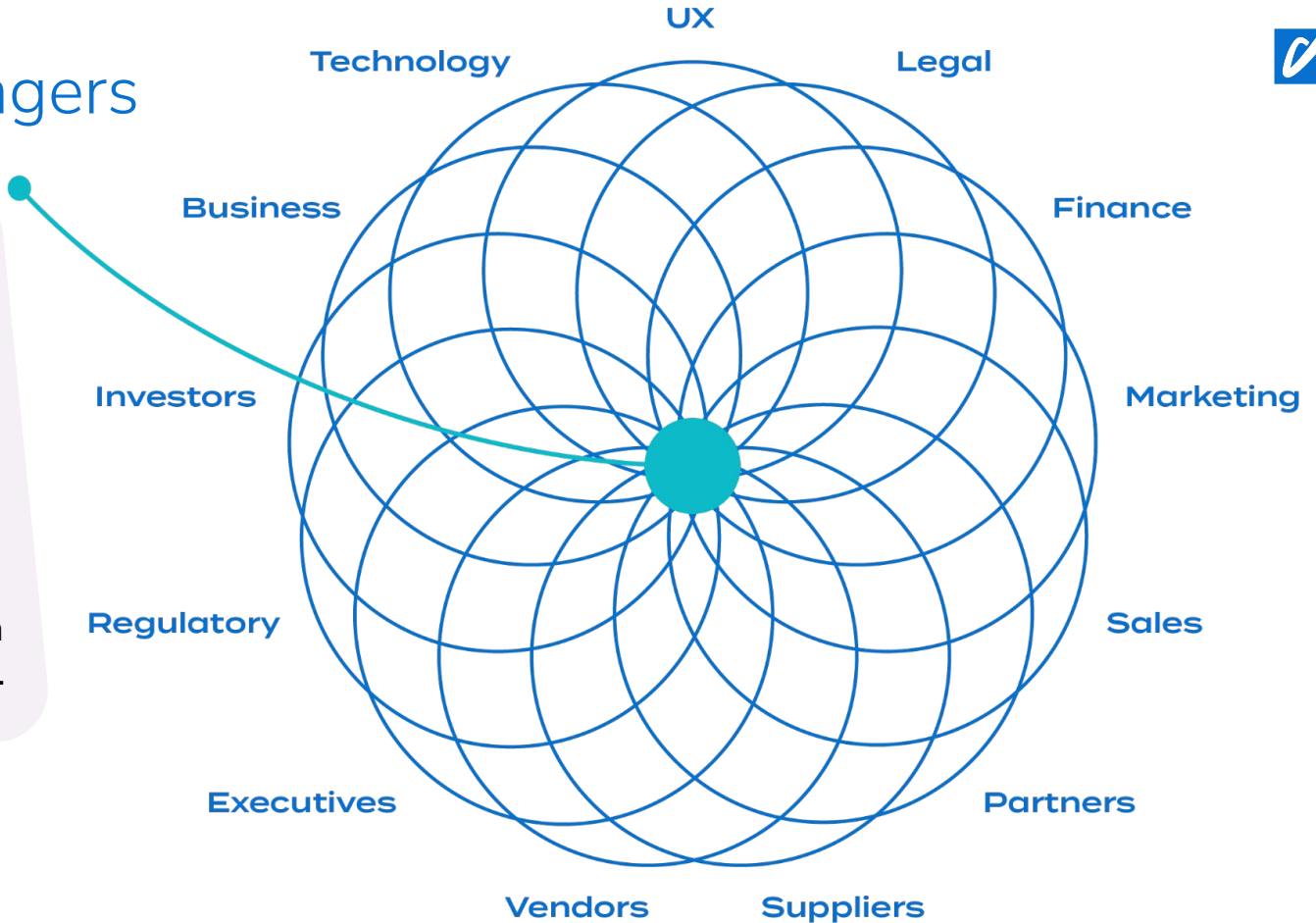
Laura Caldie, Carlton  
Nettleton, Luke Hohmann  
July 28, 2023

# Product Managers



**PMs** operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.



# What is the Profitable Software Academy (PSA)?



Designed for software PMs, the PSA is a multi-week program delivered through a combination of **self-paced learning modules**, **asynchronous instructor coaching** and **live, instructor-led peer groups** that provides the skills needed for PMs over the course of their career.

PSA provides organizational benefits by:

- Upskilling / addressing knowledge gaps
- Aligning on a common lexicon
- Improving ability to deliver profitable software-enabled solutions



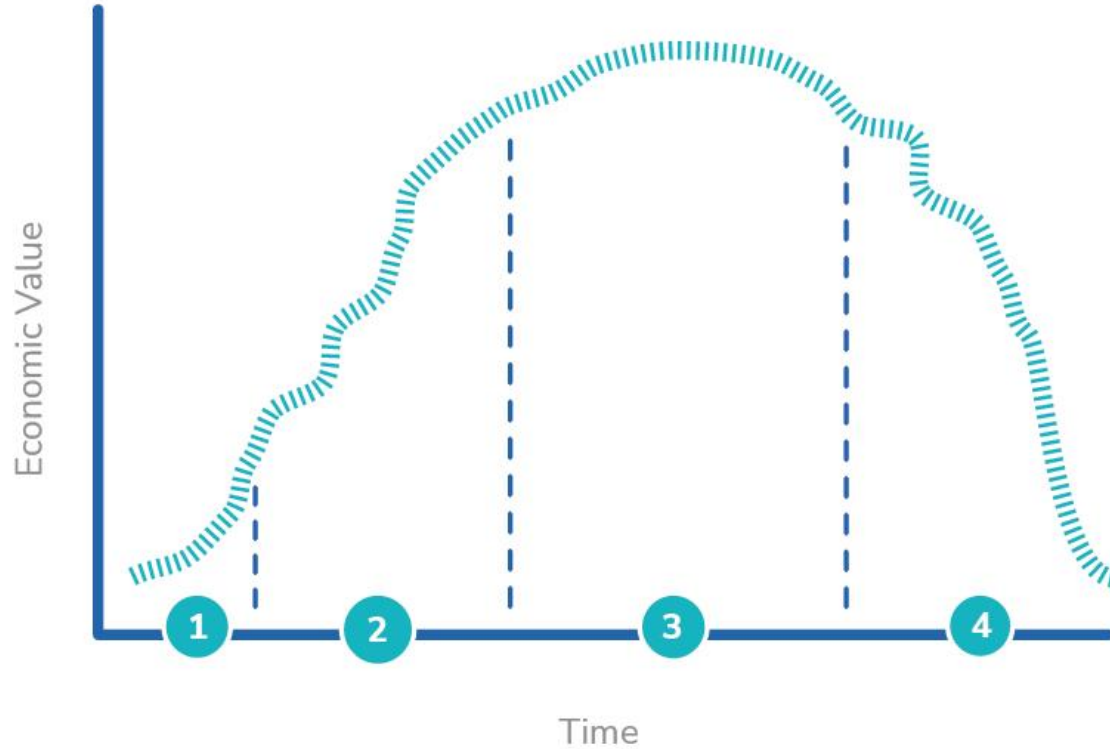


Let's get started, ready? **Go!**



# Industry Lifecycle

# Industry Lifecycle





# There are opportunities at every stage

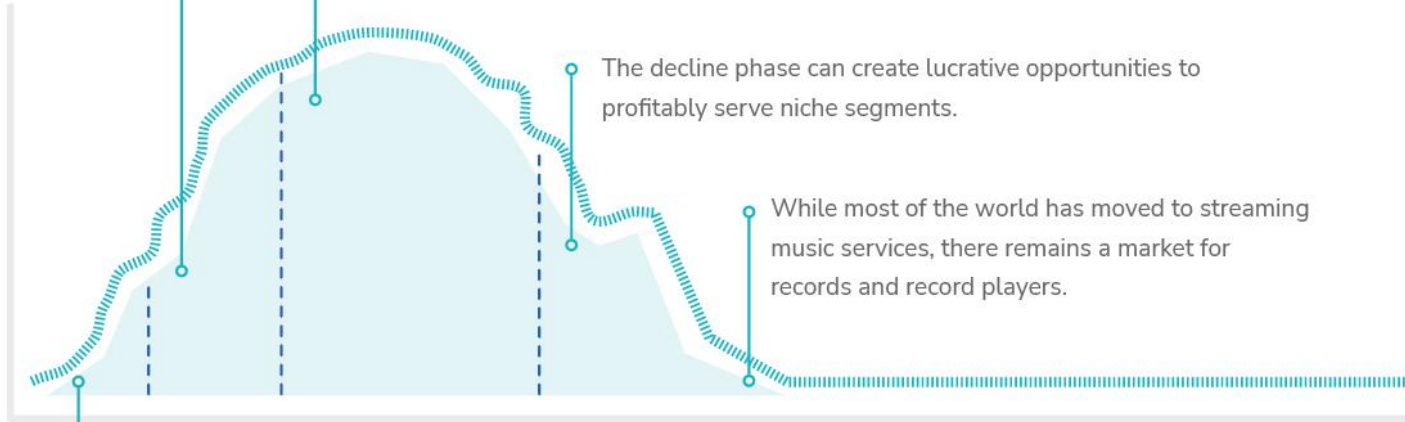
You can acquire, merge, or otherwise join (or fight!).

The maturation phase is often the perfect place to introduce a superior offering — you know a market exists, so serve it better than competitors.

The decline phase can create lucrative opportunities to profitably serve niche segments.

While most of the world has moved to streaming music services, there remains a market for records and record players.

You can join fellow innovators and create the industry.





# Next Product Management Minute: How can I leverage the Solution Lifecycle?

August 11, 2023 @ 12:30 Central

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Resources: <https://appliedframeworks.com/blog/>



Listen to the recording!

**Challenges and Tips for Quantifying Value for Software Enabled Solutions**

 **Laura Caldie**  
SVP Sales @ Applied Frameworks

 **Jason Tanner**  
CEO @ Applied Frameworks

 **Carlton Nettleton**  
SVP Product @ Applied Frameworks



<https://appliedframeworks.com/webinar-challenges-and-tips-for-quantifying-value-for-software-enabled-solutions/>

Listen to the recording!

**Change How Customers Perceive Your Software Enabled Solution to Create More Profit**

 **Laura Caldie**  
SVP Sales @ Applied Frameworks

 **Jason Tanner**  
CEO @ Applied Frameworks

 **Carlton Nettleton**  
SVP Product @ Applied Frameworks



<https://appliedframeworks.com/webinar-change-how-customers-perceive-your-software-enabled-solution-to-create-more-profit/>

That's it for now,  
Thank you!



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Thank you for attending!



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