Applied Frameworks

Product Management Minute

The Power of Vision in Building a Profitable Solution

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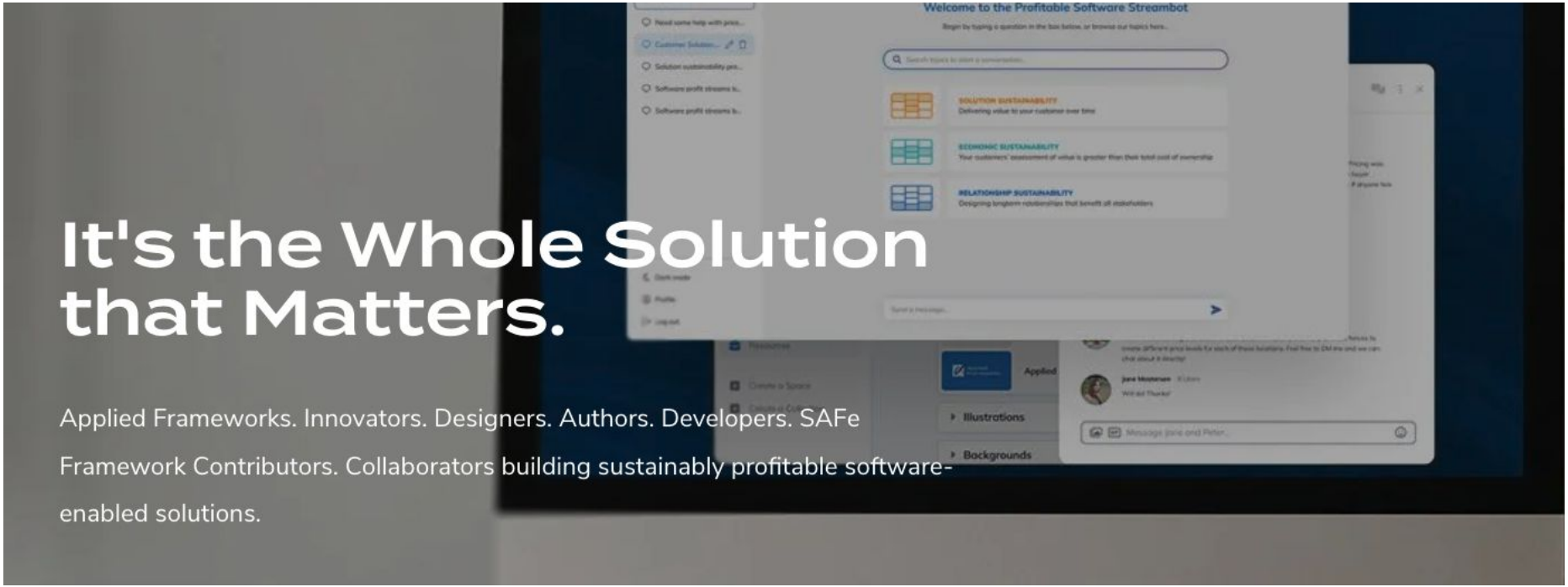
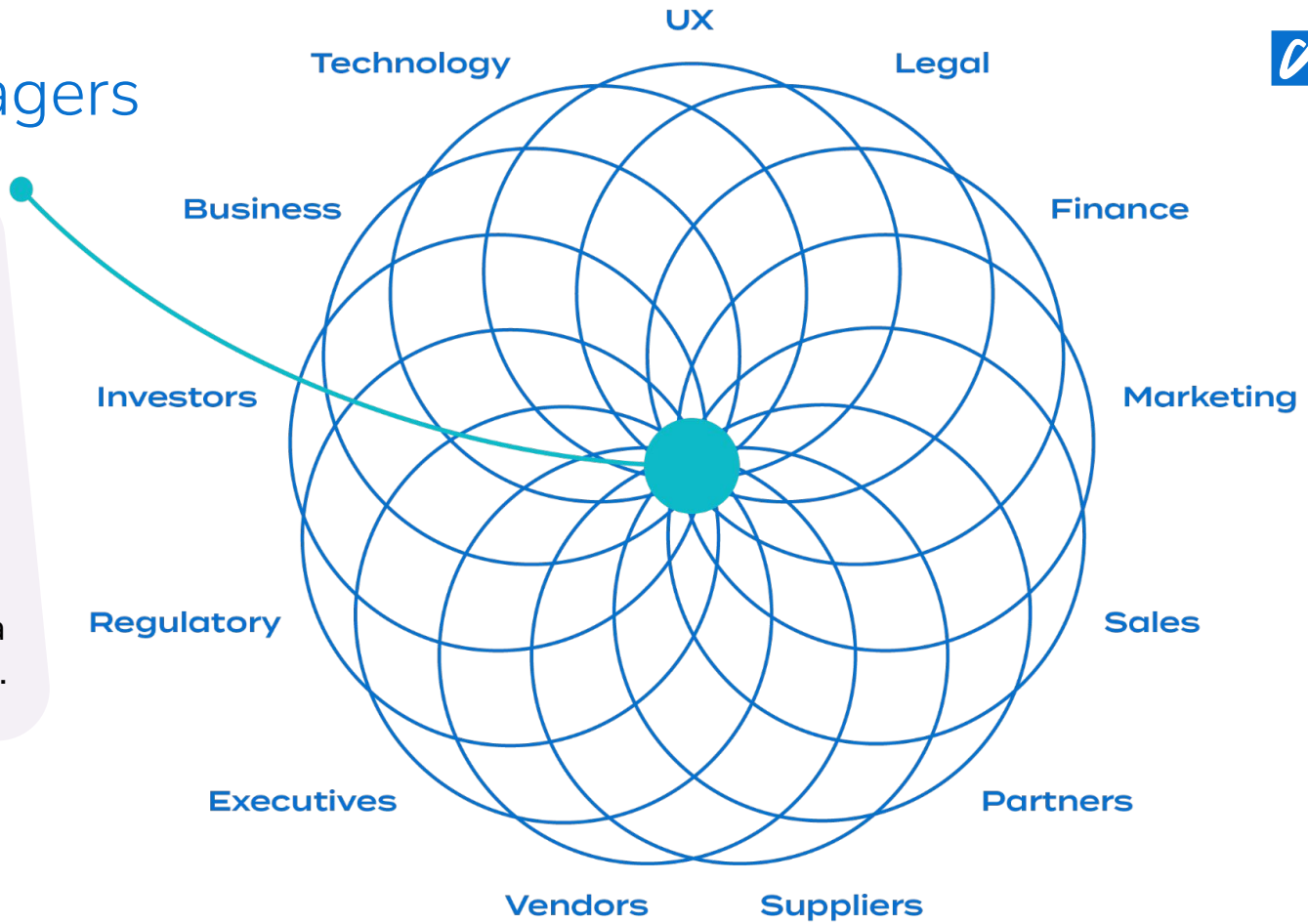
About Applied Frameworks



Product Managers

PMs operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.

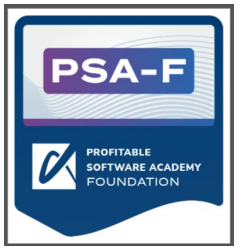


What is the Profitable Software Academy (PSA)?

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.

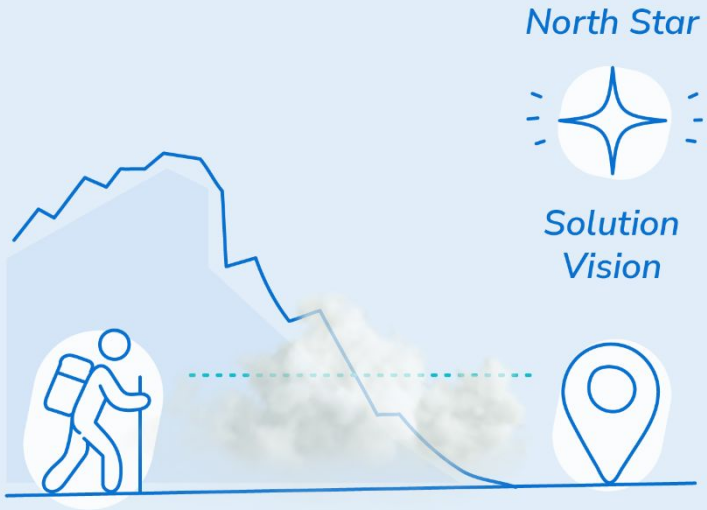
PSA provides organizational benefits by:

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

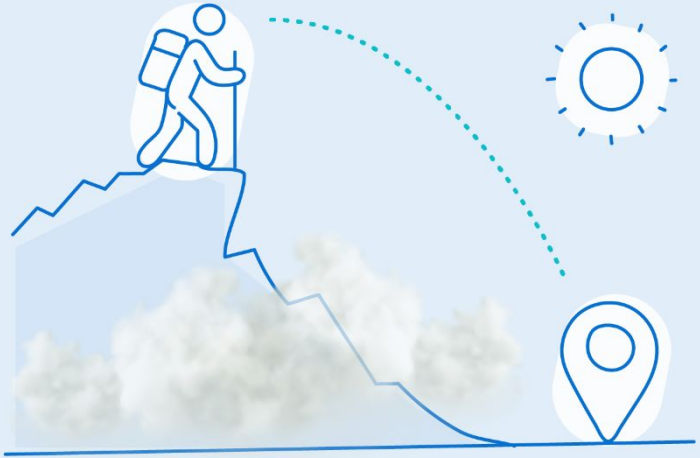


Let’s get started, ready? **Go!**

The Power of Vision



We can navigate the fog of uncertainty using tools that guide us via an agreed-upon, external standard.



We can rise above the fog and use our vantage point to develop a different and less shrouded path to the destination.

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SEVEN TOOLS TO NAVIGATE THE FOG OF UNCERTAINTY

The **Industry Lifecycle** captures the broad structure of all solutions serving a given market.

The **Solution Lifecycle** captures the development, launch, and ongoing success of your solution.

Prune the Product Tree captures the evolution of solution features over time, emphasizing organic growth.

The **Solution Roadmap** captures planned commitments, milestones, and releases, typically for 1-3 years.

The **Solution Backlog** is a prioritized list of near-term work items, where near-term ranges from 1 week to 3 months.

The **North Star Solution Vision** informs cohesive usage of the other tools.

Visit
www.profit-streams.com/navigating-uncertainty
for additional tools.

A Vision

- Summarizes the solution’s value proposition
- Helps differentiate the solution
- Helps attract and retain customers
- Provides context to product developers

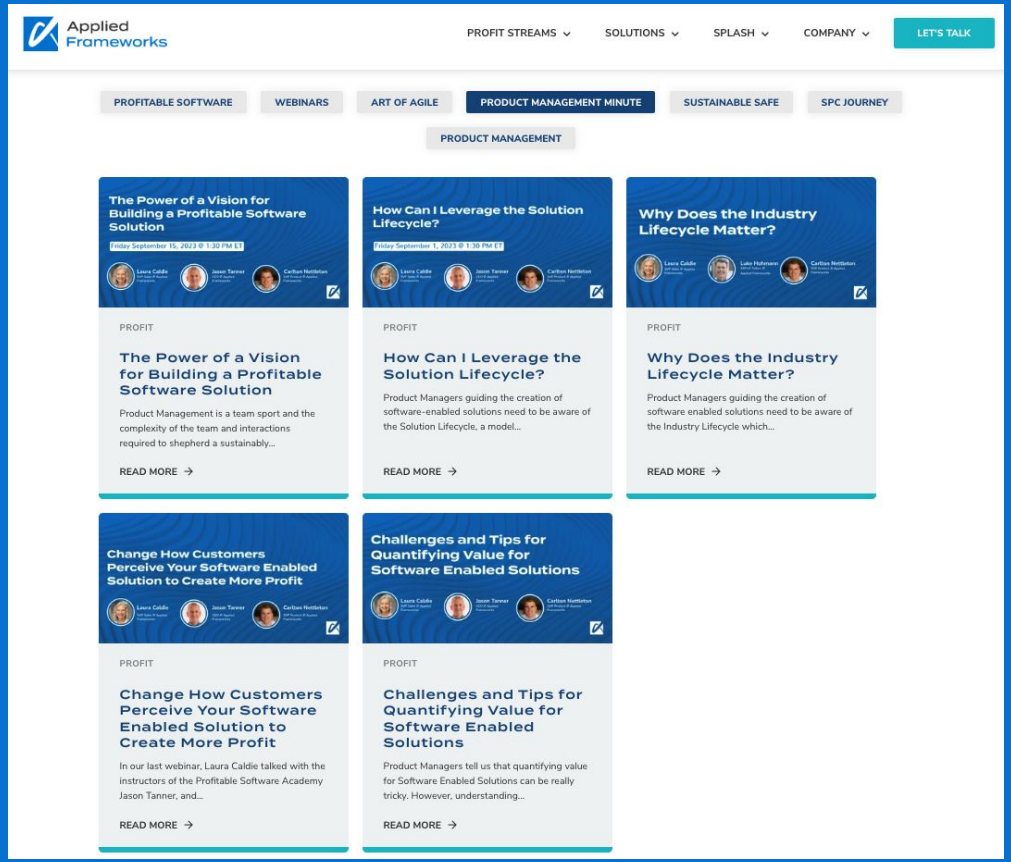
Vision Frameworks

- Vision videos
- Graphic novels or storyboards
- Product boxes
- Press releases

Tips to Leverage This Information

1. Get the Book! If you would like an excerpt emailed to you, reach out to me at laura@appliedframeworks.com and I will reply with a terrific 80+ page PDF
2. Don’t assume there is alignment. Alignment is a point in time - it is not a permanent state.
3. Have fun with Vision! We have sooo many ideas on our website.

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



That's it for now, Thank you!

Interested in the Profitable Software Academy?

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Thank you for attending!

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