Applied Frameworks

Product Management Minute

Techniques for Aligning to a Vision

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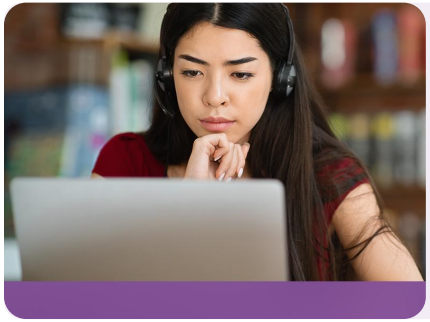
Our expertise

SOLUTION PROFITABILITY MANAGEMENT

HORIZON PLATFORM



PROFITABLE SOFTWARE ACADEMY

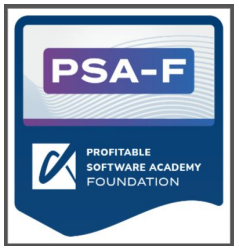
SUSTAINABLE SAFE®

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:

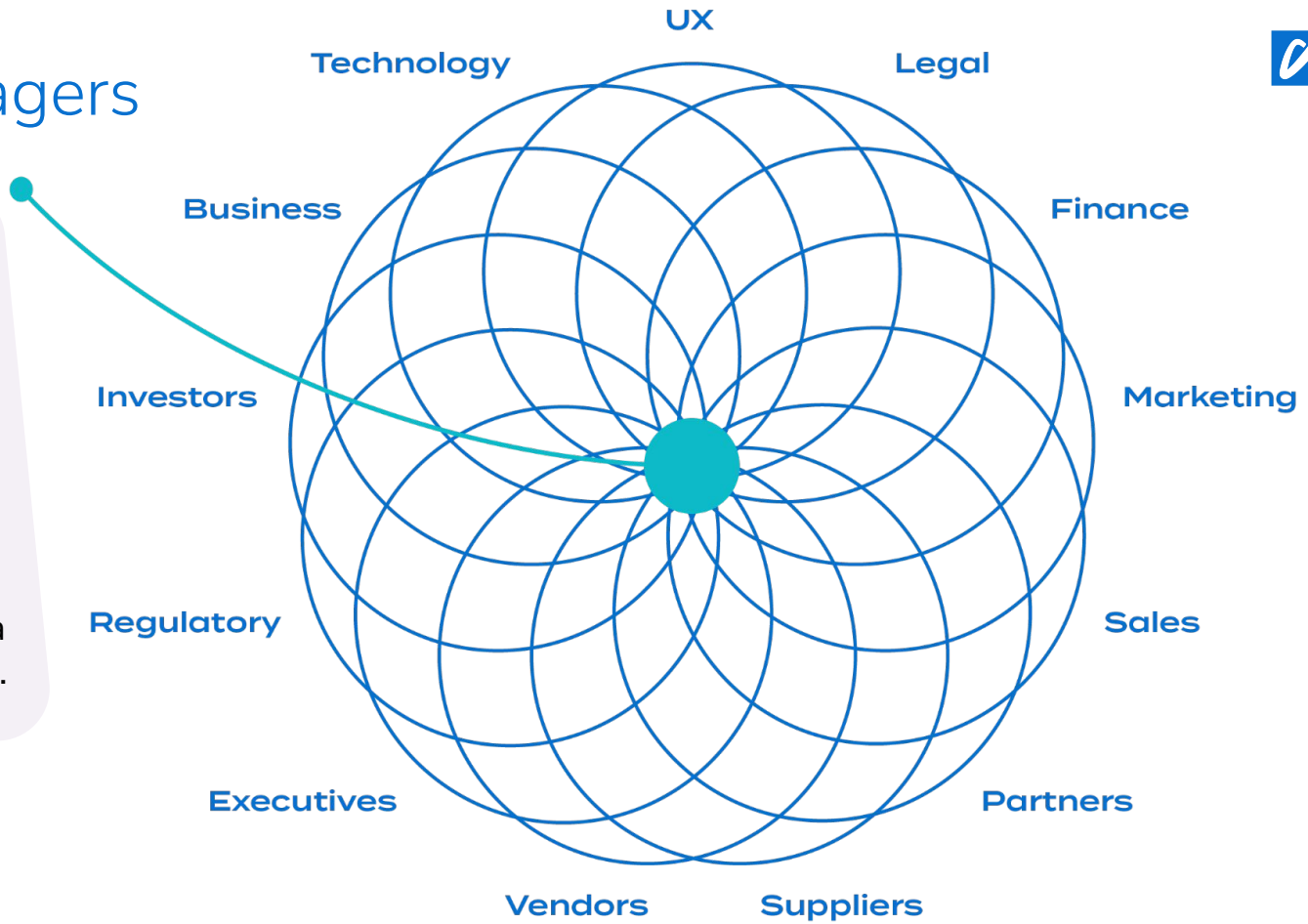
- Upskilling / addressing knowledge gaps
- Aligning on a common lexicon
- Improving ability to deliver profitable software-enabled solutions



Product Managers

PMs operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.



Let’s get started, ready? **Go!**

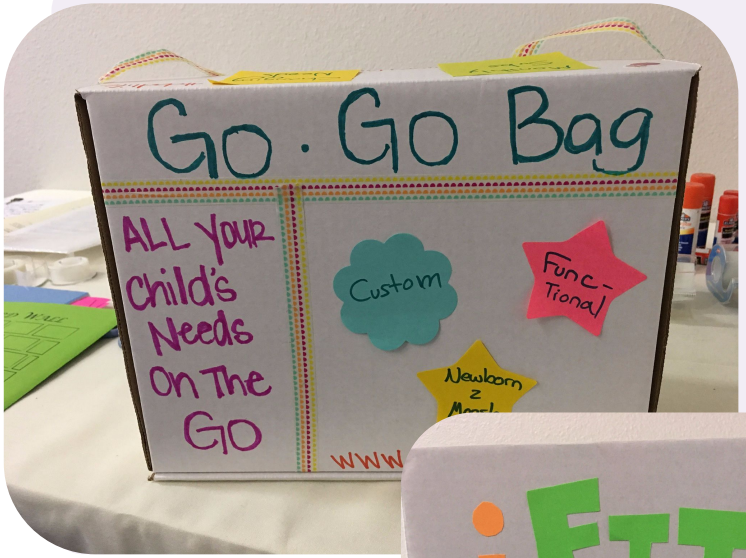
Techniques for Aligning to a Vision

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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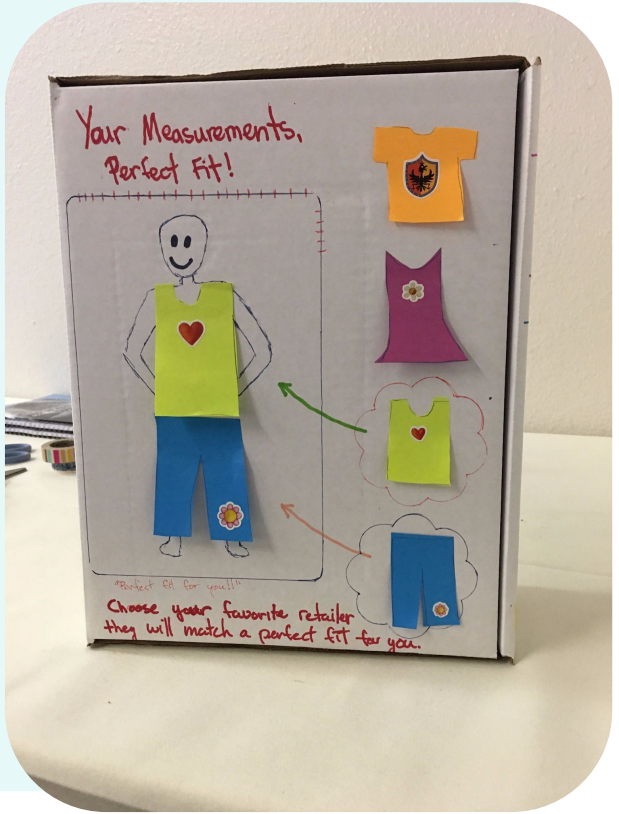
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- A press release leverages seven components:
  - *Heading*
  - *Subheading*
  - *Summary*
  - *Problem*
  - *Solution*
  - *Customer Quote*
  - *Closing*

Heading: When Minutes Matter, Pick the Reliable Solution

Subheading: LusoTech RapidResponder Streamlines Emergency Response Operations for Volunteer First Responders, Saving Time and Lives

Summary: LusoTech is proud to announce the launch of RapidResponder, a modern software-enabled solution designed specifically for volunteer first responders who work in rural communities. RapidResponder offers multiple features which enable faster and more efficient emergency response, ultimately saving lives and transforming the way first responders operate in their communities

Problem: When an emergency strikes in a rural community, every second counts. First responders who serve rural communities face numerous obstacles, from locating and reaching victims to coordinating resources and information. As these obstacles compound, they often result in delays and inefficiencies which can be the difference between life and death.

Solution: RapidResponder addresses these unique challenges with an updated suite of features:

- **Real-time Geolocation & Mapping:** RapidResponder provides accurate, real-time geolocation and mapping capabilities, ensuring first responders can quickly and efficiently navigate to the scene of an emergency.
- **Dynamic Resource Allocation:** RapidResponder software intelligently allocates resources based on incident severity and proximity, ensuring the right people and resources are dispatched to the right location at the right time.
- **Advanced Communication & Collaboration Tools:** RapidResponder facilitates seamless communication and collaboration between volunteer first responders, professional dispatchers and command centers, reducing response times and enhancing teamwork.
- **Incident Tracking & Analytics:** detailed incident tracking and analytics allow volunteer first responders to learn from past events, identify trends and improve overall response effectiveness.

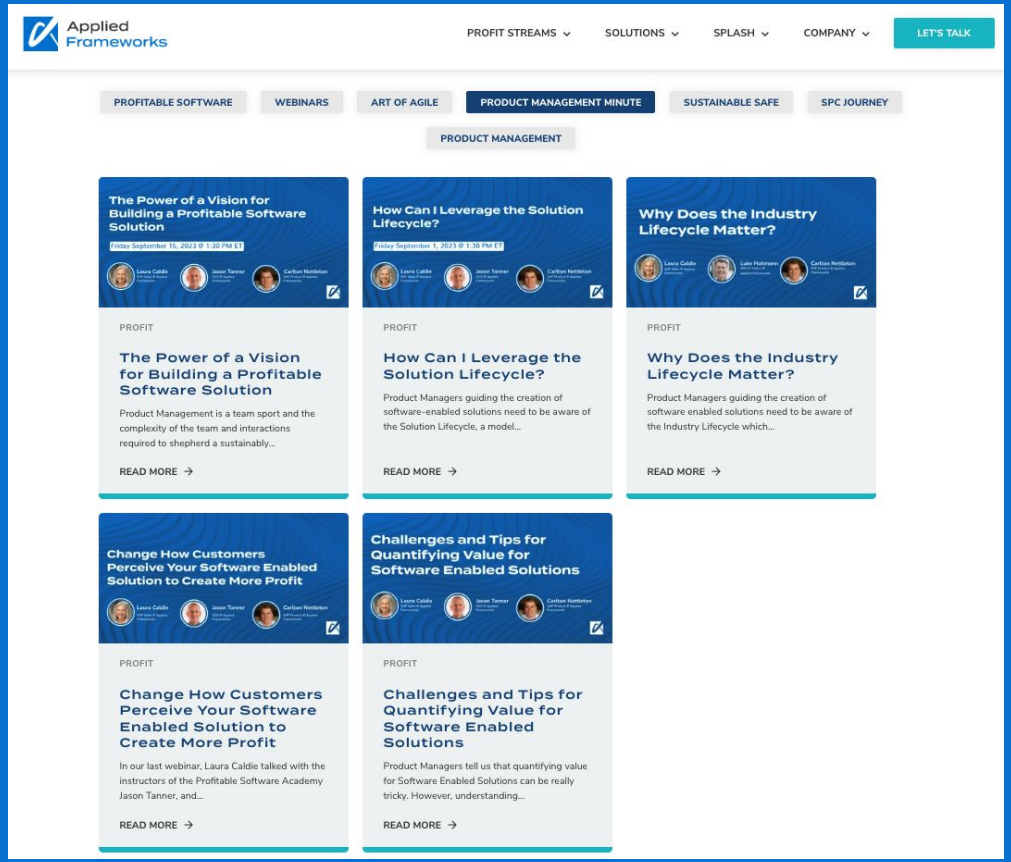
Customer Quote: "RapidResponder has completely transformed the way our team operates," says Frank Burns, a paramedic with the Providence Volunteer Fire Department. "The software's advanced features allow us to respond to emergencies more quickly and efficiently coordinate with other agencies. It's truly a game-changer for us."

Closing: RapidResponder is poised to revolutionize the world of emergency response by providing first responders with the advanced tools they need to save lives and operate more efficiently. To learn more about RapidResponder or to sign up for a free trial, please visit...

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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