# Product Strategy & Embedding

**Lean Product Mindset (2 days)**

‘Escaping the building trap’ by consistently focusing and aligning the team and the organisation to the relevant goals and needs

<table>
<thead>
<tr>
<th>Skill set and competencies</th>
<th>Tools and procedures</th>
<th>Learning by doing</th>
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</thead>
<tbody>
<tr>
<td>Transfer the importance of aligned teams, stakeholders, and strong product strategy to your own plans and organisation.</td>
<td>OKR</td>
<td>Apply what you’ve learned directly to your current product and let peers and experienced coaches challenge you.</td>
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<td>Product Kata</td>
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<td>Opportunity Solution Tree</td>
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<td>Cost of Delay</td>
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<td>Growth Boards and Metered Funding</td>
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## Day 1

### Block 1: The X Roles of the Product Champion

- Roles, archetypes and ‘the product death cycle’
- Features of a ‘perfect’ Product Champion / ‘Storytelling above all’
- Set-up of a ‘Winning Product Team’
- Reflection on your own role in various projects and process models

### Block 2: Vision and Product Strategy

- Objectives and key results (OKR) in product orientation
- Vision and portfolio: aligning a variety of product streams
- Identifying strategic opportunities, discovery and delivery experiments (building to learn vs building to earn) with the Opportunity Solution Tree
- Reflection on and transfer to your own projects

## Day 2

### Block 3: Experimenting

- North Star, traction and key (pirate) metrics
- Setting up end-to-end lean sprints
- Product kata and strategy deployment
- Systematic and data-based experimentation to achieve strategic goals
- Traction-oriented definition and prioritisation of backlogs
- Success factors and stumbling blocks
- Adaptation to your own plans and embedding in your own reality

### Block 4: The Product-Led Organisation

- Outcome-oriented communication
- Incentives to control product teams incl. management
- The conditions of a learning culture
- Growth boards and metered funding
- Prototyping, quick-win blueprints for your own organisation
- Teach-back, transfer, and checkout

## Your takeaways:

- Tools to drive your product/project forward in a targeted way
- The mindset to efficiently lead the organisation and your products to success
- Handout for individual deepening of your learning
- Reflection: direct application on your project/product
- Individual sparring with your product/project
Business Model Creation & Beyond Budgeting (1 day)

Business models that users love – recurring and sustainable success meets ‘From cost allocation to impact’

Skill set and competencies
Create playful approaches that differentiate and protect your product. In the future, gain trust through impact instead of effort.

Tools and procedures
Copy-Adapt-Paste
Business Model Navigator
Business Model Test Design
Traction to Budget
Experiment Roadmap

Learning by doing
Apply what you’ve learned directly to your current product and let peers and experienced coaches challenge you.

Block 1: Business Model Basics
- Three types of product development and the role of business modeling
- Aim and purpose of internal and market-oriented value creation models
- Value generation engine: what distinguishes sustainable business models?
- 55 comprehension patterns
- Analogies and sources for model research
- Reflection on your own playing field

Block 2: Business Model Creation
- ‘In what business are we in?’ – outcome- and value-oriented scoping of your product
- Business model creation (similarity and confrontation) with the 55 business model patterns and copy-adapt-paste ideation
- Test the best and business model test design
- Reflection and implications

Block 3: Beyond Budgeting
- The execution and budgeting reality (from Hermes to metered funding)
- Traction and experiments as an alternative
- Planning poker and fermi estimations to manage insecurity
- Experiment roadmap to budget impact and outcome instead of effort
- Adaptation to your own projects and embedding in your own project reality

Block 4: Freedom to Operate
- Success factors and stumbling blocks to maintain enough experimental freedom in existing processes while not wasting resources
- Take the organisation with you without changing the system
- Teach-back, transfer, and checkout

Your takeaways:
- Die Quellen und das Handwerk, um überlebensfähige Produkte, Prozesse und Services zu kreieren
- Die Zutaten zum künftigen Zero-Waste-Budgetieren
- Handout for individual deepening of your learning
- Reflection: direct application on your project/product
- Individual sparring with your project
The Cross-Functional Playbook & Collaboration Sprints (1 day)

Masterly stakeholder management and onboarding at all levels so that your product is loved internally instead of being killed

Skill set and competencies
Learn the common language of key stakeholders such as legal, branding, IT architecture, etc. Develop a sense of when and how to integrate whom for maximum success.

Tools and procedures
- Stakeholder Mapping
- RAT for Experts
- Interview Scripts
- Creativity and Onboarding Tanks

Learning by doing
Apply what you’ve learned directly to your current product and let peers and experienced coaches challenge you.

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<td>• Stakeholder mapping and empathy mapping</td>
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<td>• Riskiest assumptions to talk about</td>
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<td>• Set up interview scripts for the expert clinics</td>
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<td>• Reflection and transfer to your own product reality</td>
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<td>• Integration of creative external and internal co-designers to a) improve your product, b) reframe and reorient (from watering holes to co-creation to brain trust)</td>
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<tr>
<td>• Integration of informal advisory and growth boards for optimal management support</td>
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Your takeaways:
- Direct interaction with your most important stakeholders and deep dive in their world
- Models to turn stakeholders and customers into allies and learn from them most efficiently
- Handout for individual deepening of your learning
- Reflection: direct application on your project/product
- Individual sparring with your project
Growth Hacking & Data-Informed Product Development (1 day)
Accelerate the growth of your product/services

Skill set and competencies
Gain insight into how growth hacking and data-informed product development can help customer-centric organisations achieve explosive impact.

Tools and procedures
- North Star Metric
- Growth Model
- Fogg Behaviour Model
- Hook Model
- Growth Mindset

Learning by doing
Apply what you’ve learned directly to your current product and let peers and experienced coaches challenge you.

Block 1: Growth Mindset
- Where are we on the mindset?
- How do we grow today?
- Why is growth hacking important? Major disruption in progress
- Overview of our ‘Star’ framework

Block 2: Product-Market Fit – Growth Hacking
- What exactly is product-market fit? Definition, short repetition of theory
- How can you ‘feel’ product-market fit? How to ‘measure’?
- Why is product-market fit important? Prerequisite for growth hacking is a product/service with product-market fit (more an art than a science); afterwards, it is pure execution.

Block 3: Shared Mission – North Star Metric
- What’s the North Star metric?
- Why is the North Star metric important, and how can we apply growth hacking?

Block 4: Data at the Core - Measuring Product Indicators and Testing Growth Hacks
- Growth model (customer factory, pirate metrics)
- Influence of the business model: subscription / ad-based forced focus on retention / commitment
- Tutorial
- Tools for data-informed product development
- Input Fogg behaviour model and Hook model

Block 5: Corporate Transfer – Apply Growth Hacking into Your Organisation
- Organisation: do we now need a growth team in our organisation?
- Focus on perfection can hinder growth potential
- Importance for psychological safety (Google productivity study)
- Occupy ‘no-man’s-land’ and generate quick win

Your takeaways:
- Models to get to the desired curve of the hockey stick as quickly as possible after the product-market fit
- Ways to use the growth mindset and growth hacking
- Handout for individual deepening of your learning
- Reflection: direct application on your project/product
- Individual sparring with your project
Top Team Performance - Align with UX & Engineering (1 day)

Boosting performance and motivation in a team by understanding the superpowers and limits of user experience and engineering

Skill set and competencies
Develop an understanding and an efficient framework to harmonise and perform in the ‘trio infernale’ with user experience and engineering.

Tools and procedures
Basic Frameworks UX and Engineering
Customer Validation in a Trio
Team Sprints vs Development Sprints
Tools for Your PO Superpowers

Learning by doing
You learn directly from senior UX and engineers about dos and don’ts and the transfer to your product.

Block 1: Top Team Set-up
- Lean Startup teams in a trio versus classic project structures
- Framework conditions and success factors for top performance and integration of the organisation
- Reflection and transfer: quick wins on your own products

Block 2: The Language and Mindset of User Experience Design
- Your current challenges with user experience
- ‘From the Life of a User Experience Designer’ best team and worst team
- What a Product Champion needs to know to gain acceptance and competence in engineering
- Co-creation with experienced engineers to meet your own challenges

Block 3: The Language and Mindset of Engineering
- Your current challenges with engineering
- ‘From the Life of a Software Engineer (Developers) or Product Designer’ best team and worst team
- What a Product Champion needs to know in order to gain acceptance and competence in engineering
- Co-creation with experienced engineers to meet your own challenges

Block 4: Tools for Your Own Superpowers As Product Champion
- Bring and share your tools: UX conjures in sketch, software shines with code, and what are my superpowers? Product Champion tools with great impact on team performance (from lean stack to customer service tools and Trello to KPI boards)
- Teach-back, transfer, and check-out

Your takeaways:
- Toolset to coordinate and network your team even better
- The mindset and empathy to perform better with UX and engineering
- Handout for individual deepening your learning
- Reflection: direct application on your project/product
- Individual sparring with your project
Life’s a Pitch (0,5 day)
Put your disruptive idea convincingly in a nutshell

Skill set and competencies
Find and define your own way to assert and convince yourself on stage.

Tools and procedures
CO-STAR
Pitch Framework
Empathy Mapping
Creative Pitching Tools
Body / Information / Voice / Emotion (BIVE) Feedback

Learning by doing
Pitch your own project from different perspectives and become more proficient and creative with each repetition.

Block 1: Frame Your Case
- Your case, your request, and your hurdle
- Classification on the “Life’s a Pitch” matrix
- Set up CO-STAR for your case in a team
- Reflection

Block 2: Pitch Structure
- Hanger, story, highlight, and proposal: build the perfect pitch structure
- Merge the two: assemble content and form to a first pitch
- First pitching session
- Feedback body / information / voice / emotion (BIVE)

Block 3: Creative Methods and Inspiration
- How do the pros pitch?
- Input to creative pitching methods like storytelling, bodystorming, role-playing, etc.
- Reflection: what will I never pitch in the same way as before?

Block 4: Empathy Map and Nasty Questions
- Empathy map for your stakeholders (identifying killer arguments and boosters)
- Bring it all together: building the perfect pitch
- Pitching final and structured feedback
- Teach-back/reflection: what will I integrate into my everyday life and how?

Your takeaways:
- ✓ Methods, tips and tricks to win your audience over to every idea
- ✓ Self-confidence to make presentations with charm and humour in an authentic and winning way at any time
- ✓ Handout for individual deepening of your learning
- ✓ Reflection: direct application in your project/product
- ✓ Individual sparring with your project
Product Championship – Masterclass to Successful Products (2 days)

**Skill set and competencies**
Design your way to the replicable product-market fit. Transfer and deepen what you’ve learned to your future product challenges.

**Tools and procedures**
The relevant tools and models from the previous formats as an overall story
Checklists for your own products and projects

**Learning by doing**
As a Product Champion you can now meet complex product challenges in a playful way and become a coach for other product people yourself.

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**Day 1**

**Block 1: End-to-End Product Development**
- Teach-back: my tool and mindset box
- Case studies on OKR and team orientation
- Application of methods from exploration to product-market fit
- Teach-back: train the trainer – how do I empower internally and anchor this in my organisation?

**Block 2: Stakeholder Management Reloaded**
- Teach-back: dos and formats for perfect stakeholder management
- Case studies on team set-up and onboarding of creative co-designers and especially end users in rigid settings
- Onboarding senior management and expert clinics
- Storytelling and pitching: communication and incentives for functioning product organisations
- Teach-back: train the trainer – how do I empower internally and anchor stakeholder management in my daily business?

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**Day 2**

**Block 3: Beyond Product-Market-Fit**
- Teach-back: how do I measure and prove product-market fit?
- Techniques and tools for experimenting, measuring and learning with the growth hacking mindset
- Customer insight deep dive: RAT elimination in complex products through consistent customer interaction
- Teach-back and transfer: experiment roadmap: my way to 1 experiment per week in all my products and projects

**Block 4: Quality Check and Product Champion Pool Assessment**
- Self-assessment and personal development paths as Product Champion
- Product Champion pool and skillshare assessment
- Overall appraisal and finale

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**Your takeaways:**
- Everything you need for your own successful product stories
- Your personal experimental plan and the sharpened mindset to take your organisation on a product trip
- Handout for individual deepening of your learning
- Reflection: direct application in your project/product
- Individual sparring with your project