

Product Development – Conception to Execution

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Product Lead - Institutions BOP, Commercial Umbrella & Restaurant BOP

Farmers Business Insurance

Product
Development



Project
Management

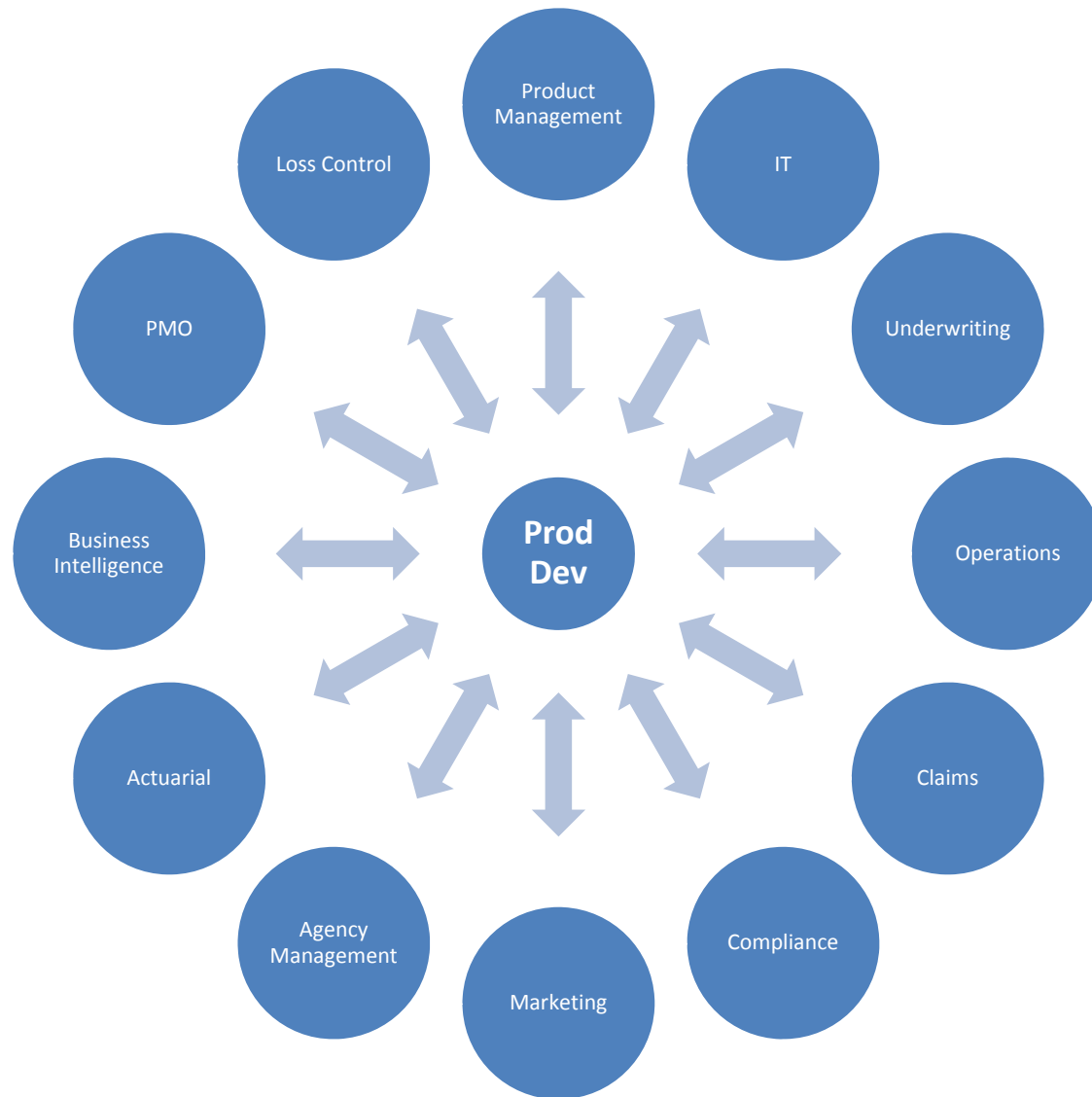


But for a project of any size (especially if it involves IT) product development managers usually need assistance from the PMO and we love gifted project management professionals.

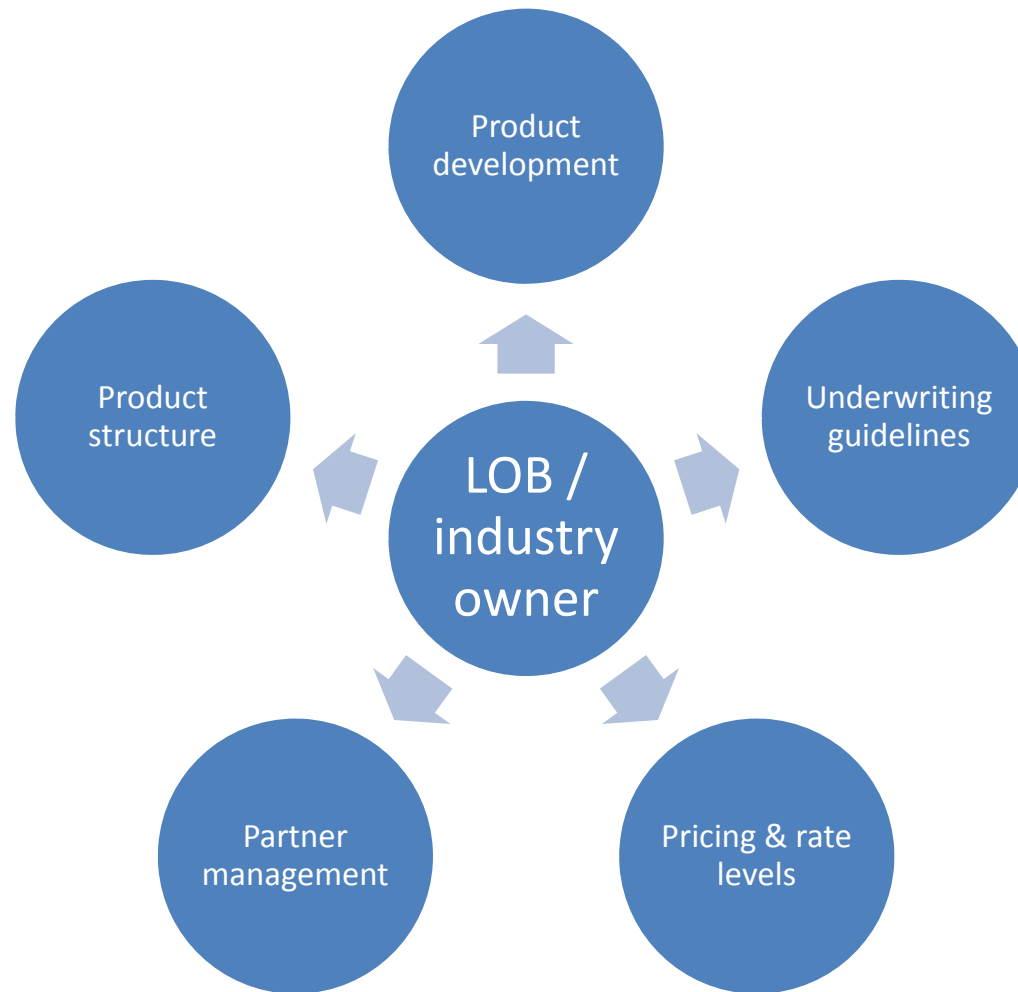
“If everything seems under control,
you're not going fast enough.”

— Mario Andretti

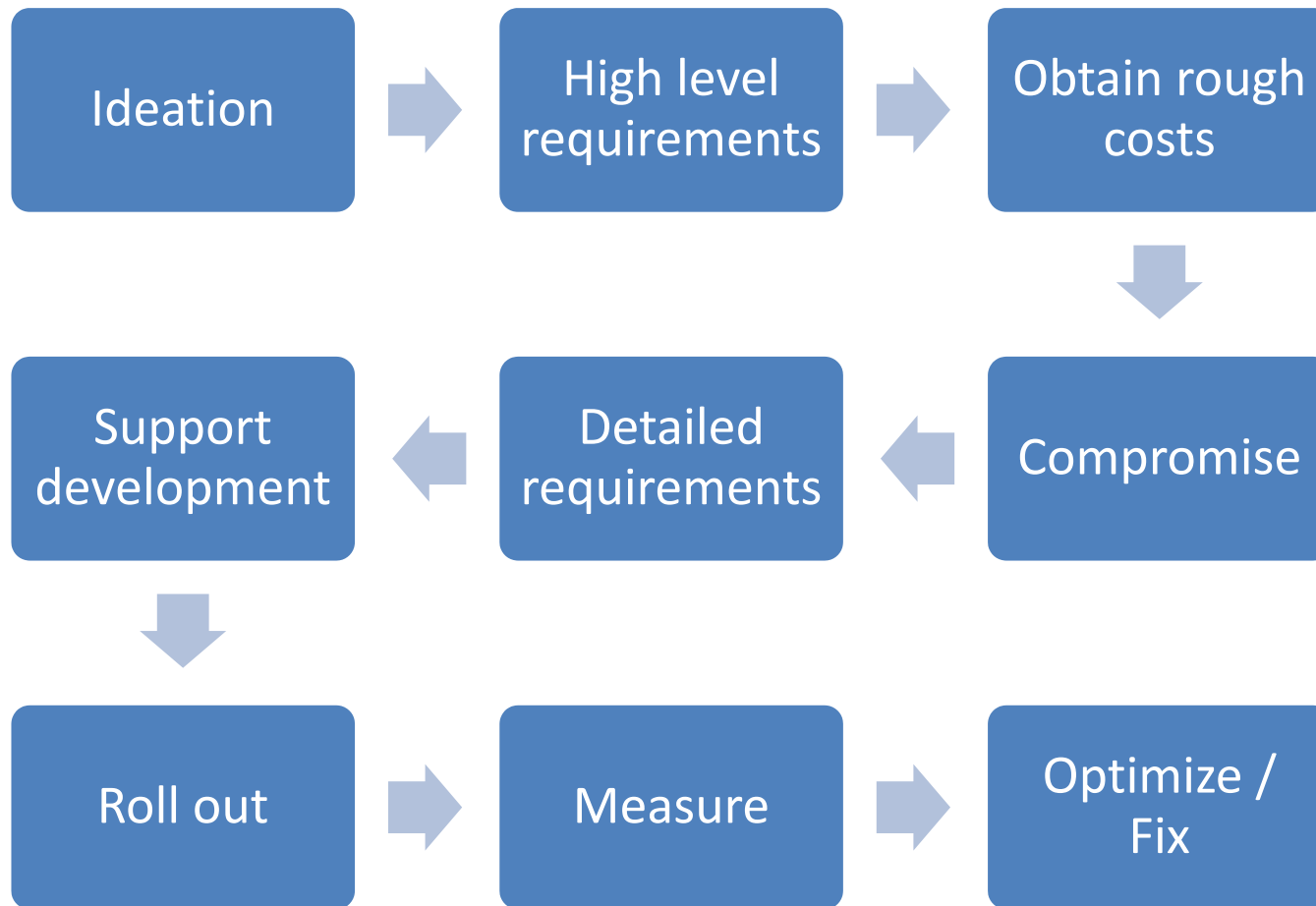
Product development touches everything



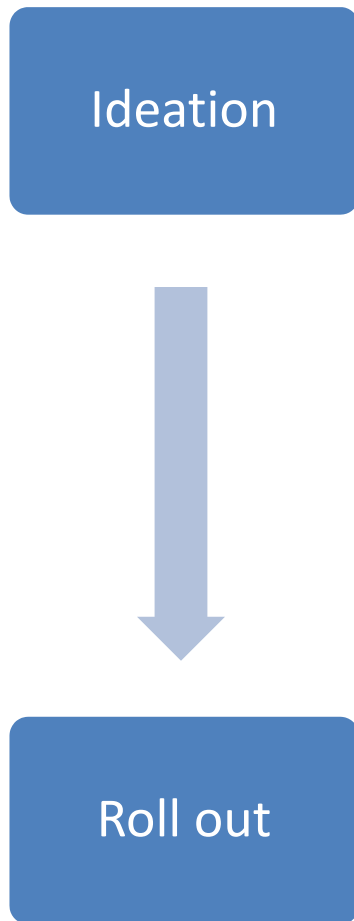
But product development is not a hub



Typical product development milestones

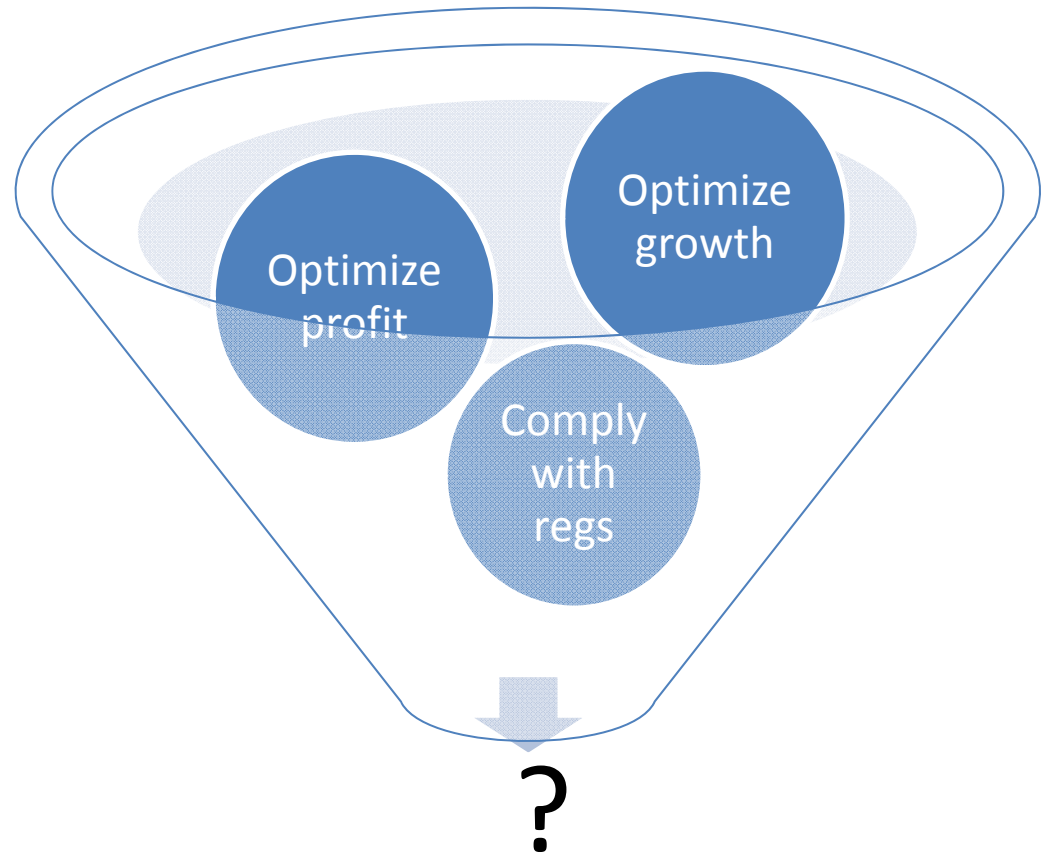


Speed to market influences everything



- Design + build + implementation can easily take 18 months!
- Product development managers need an accurate multi year view.

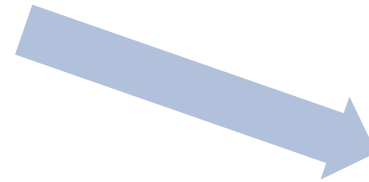
Ideation: where do product development projects come from?



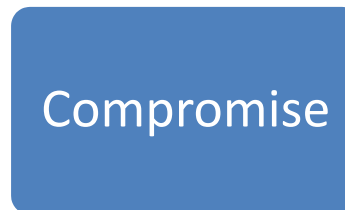
- Top down.
- Bottom up.
- What's on the shelf?
- Intelligent following.

Managing compromise

Ideation



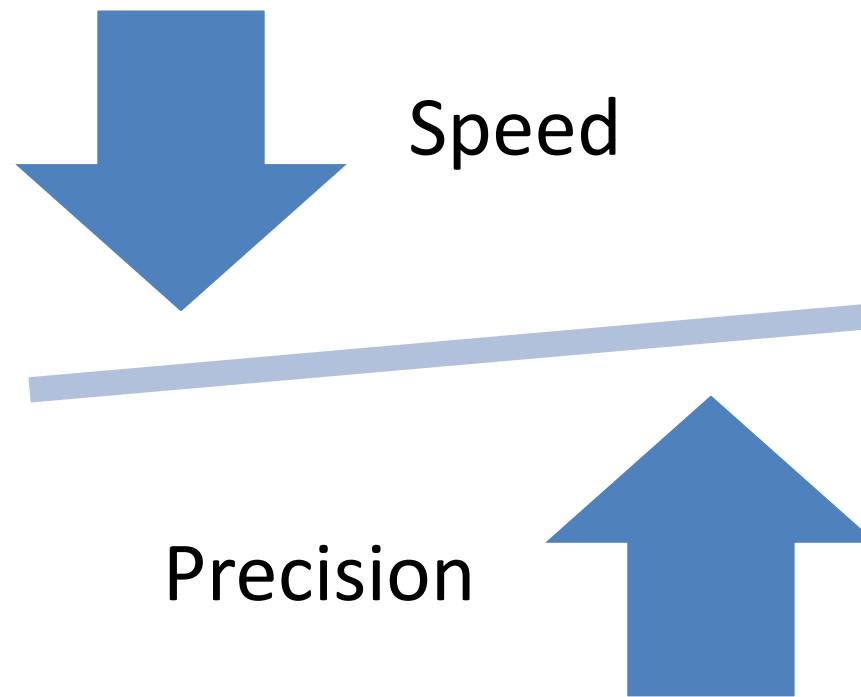
Compromise



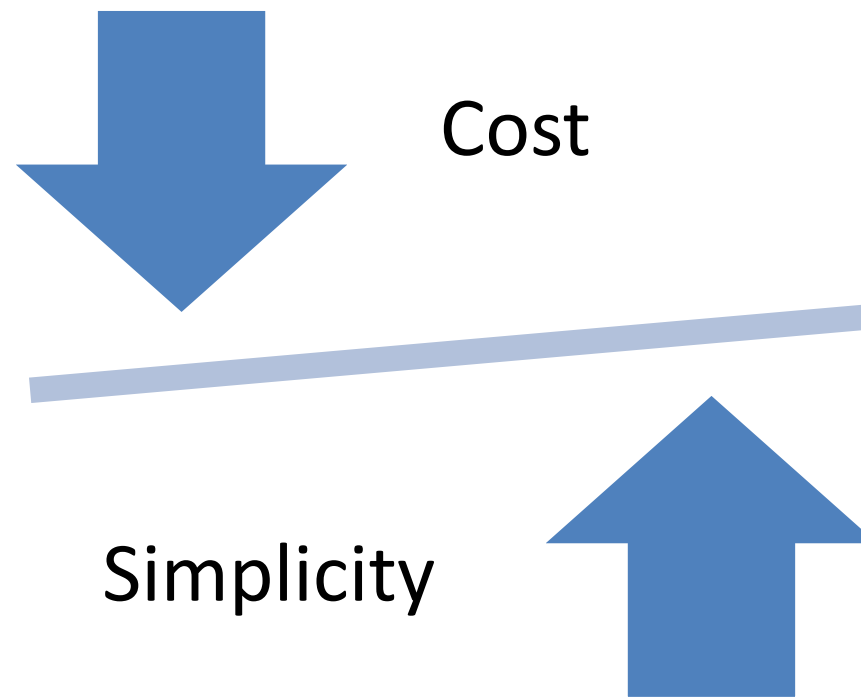
- Big scope with big benefits often costs too much or takes too long to implement.
- Revised (smaller) scope is very often required and forces hard tradeoff decisions.

Making intelligent tradeoffs is often more important than the quality of the original idea.

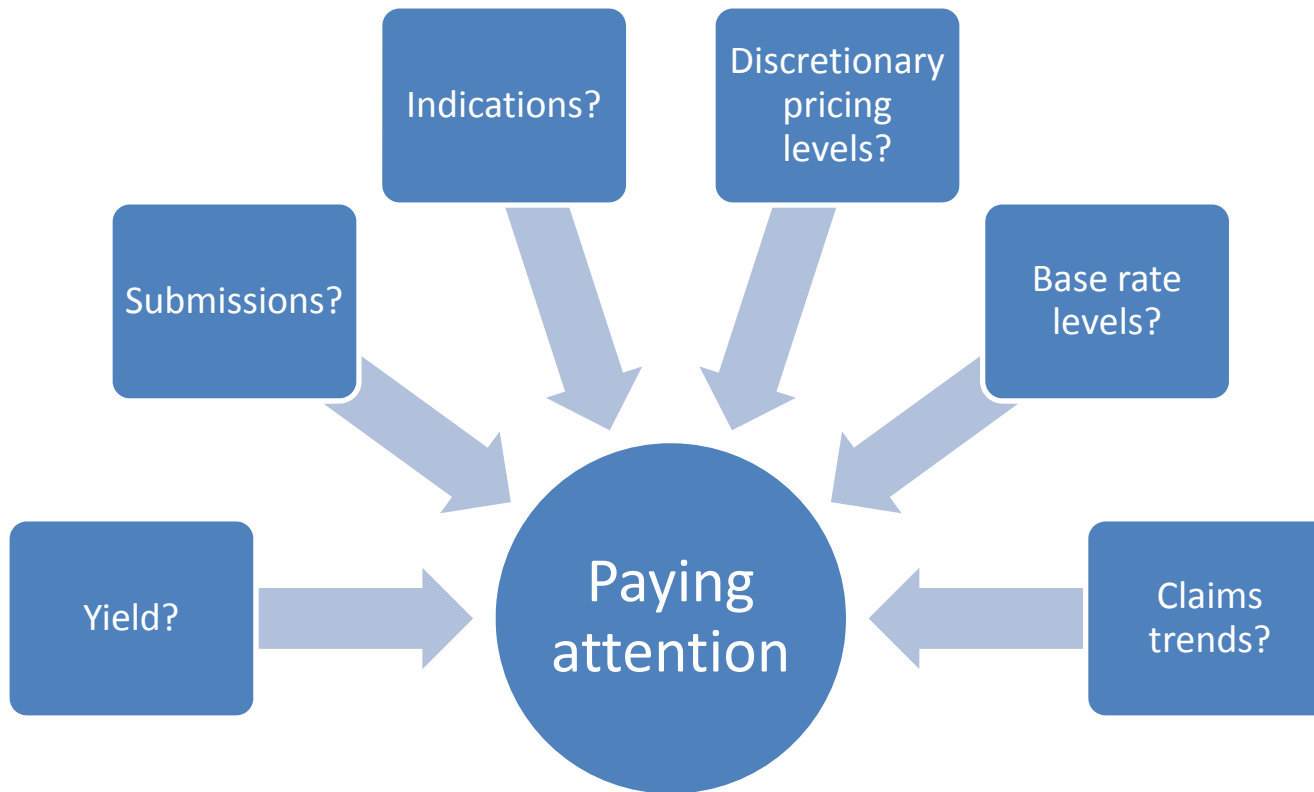
Product development requires trade-offs



Product development requires trade-offs



Measuring results at industry level is powerful



Paying attention is not enough

Industry / LOB intelligence

- + Evangelizing
 - + Training
 - + Influencing
 - + Holding others accountable
 - + Stakeholder management
- = Sustained success

War story 1

Bolt on coverage

War story 2

Cloning a program
(with a racing mule analogy)