

PRODUCT STRATEGY

STRATEGY

Vision Guides
Strategy and Portfolio



EXAMPLES

APPLE: Product Innovation & Disruption

AMAZON: Customer Needs & Relentless Iteration/Execution

GOOGLE: Technology Driven Solutions to Big Problems

IKEA: Design Focus on Low Cost and High Quality

MICROSOFT: Governance, Funding and Process for Product Strategy

COCA-COLA: Strategy that is all about the voice of the customer

APPROACHES

1. **BROADEN:** Extend Innovation Outside the Core Product (Into Augmented Product)
2. **DECIDE:** Choose Your Strategic Position as an Innovator, Follower, or Lowest Cost Producer
3. **INVEST:** Consider Investing in Transformational Products if your Culture Tolerates Risk
4. **LINK:** Align Your Vision to Your Product Development Strategy to Yearly Budget Commitment
5. **IMPLEMENT:** Ensure Your Governance, Funding Model, and Process Supports Your Product Strategy

PRODUCT PORTFOLIO

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Portfolio Management For New Products

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