

Maryland Product Symposium

Decoding Product Strategy

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PRODUCT MANAGEMENT



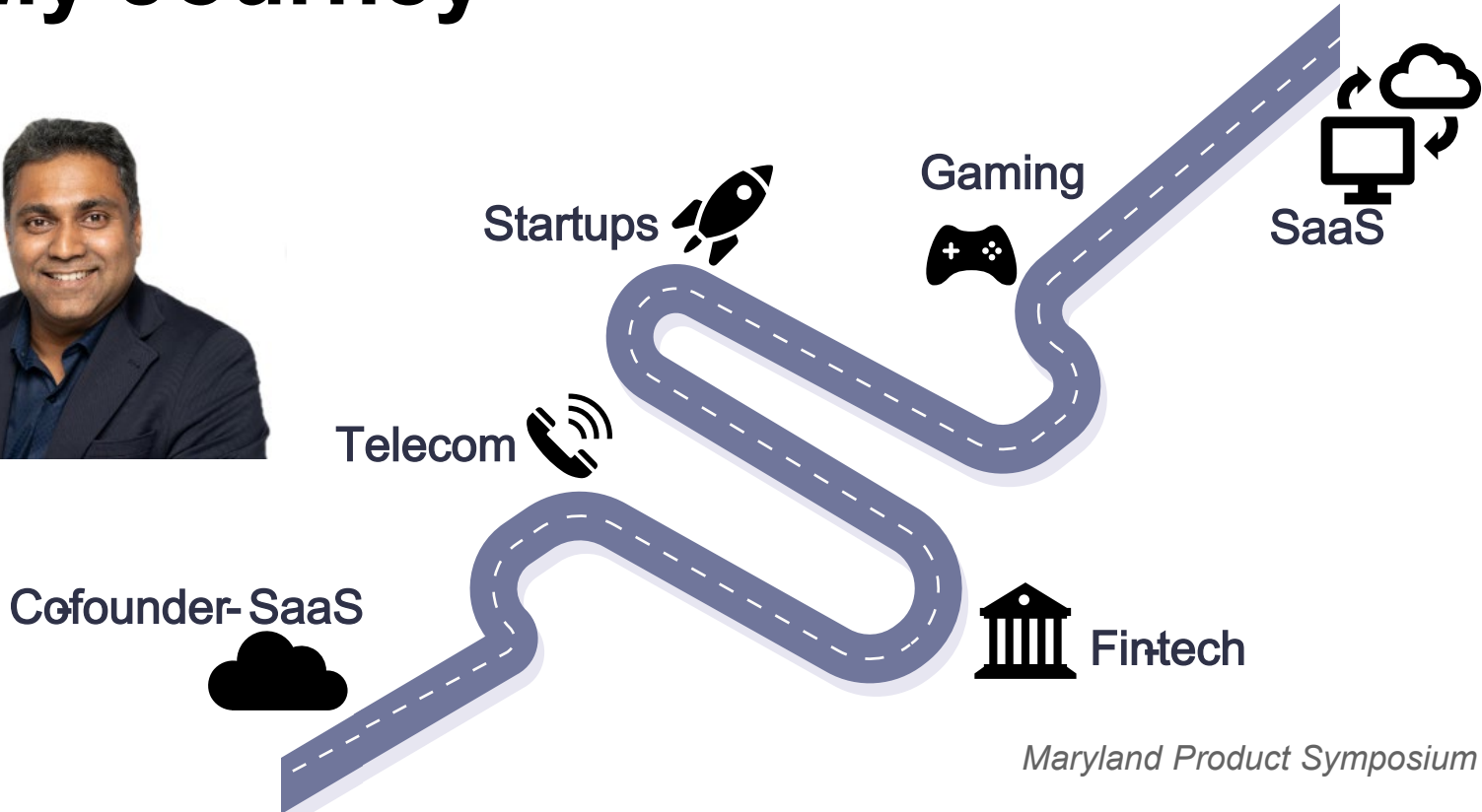


Mysore Palace





My Journey





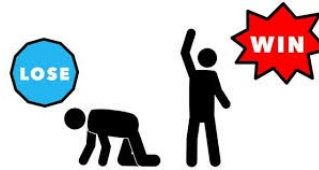
Strategy?

Let's explore what its not

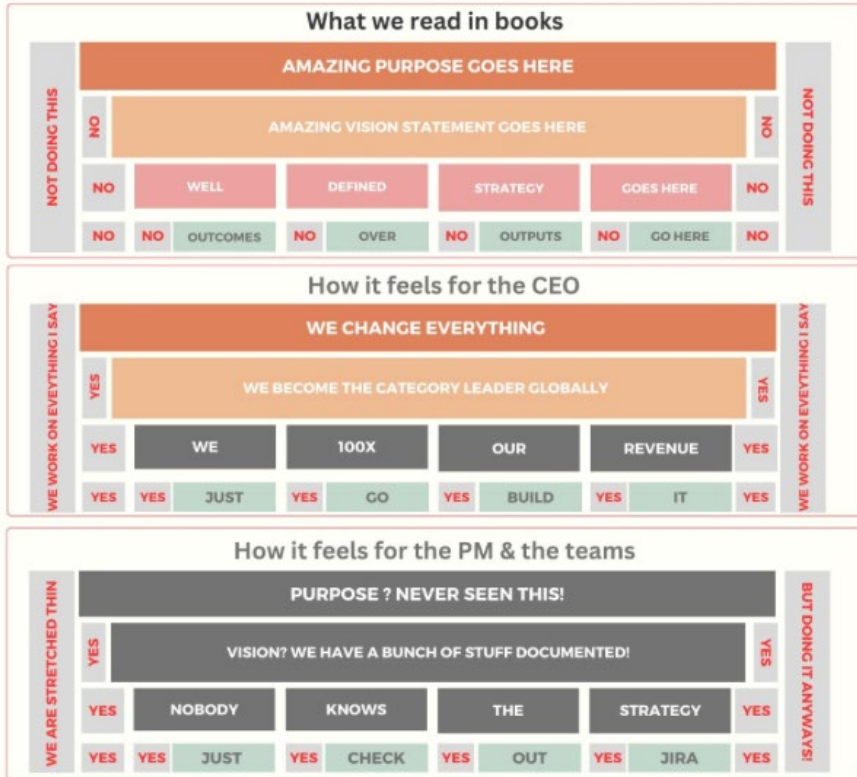


Bad Strategy

- Everything for **everyone**
- Playing **Zero Sum** game
- Lack of **Focus**
- Lack of **differentiation**



Different Realities



 StephanieLeue





Strategy?

Let's explore



Marketing Strategy

Pricing Strategy

Business Strategy

Product Strategy

Sales Strategy

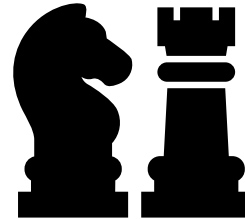
Growth Strategy





Strategy Journey

- Decode **strategy**
- **Where** to Play?
- How to **win**?



Strategy?

Choices that we make to
achieve a set vision



A decorative graphic consisting of three overlapping, stylized arrow shapes pointing to the right. The top arrow is yellow, the middle one is red, and the bottom one is black.

Strategy?

- “The kernel of a strategy contains three elements: a **diagnosis**, a **guiding policy**, and **coherent** action.”
- “The most basic idea of strategy is the application of **strength against weakness.**”

— Richard P. Rumelt, *Good Strategy/Bad Strategy*

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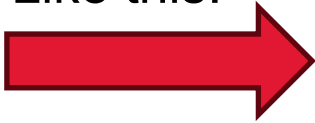


Diagnosis



Alignment

Like this!



Alignment

Not this!





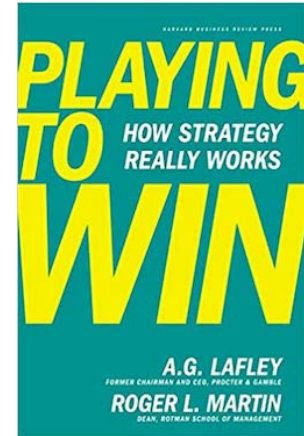
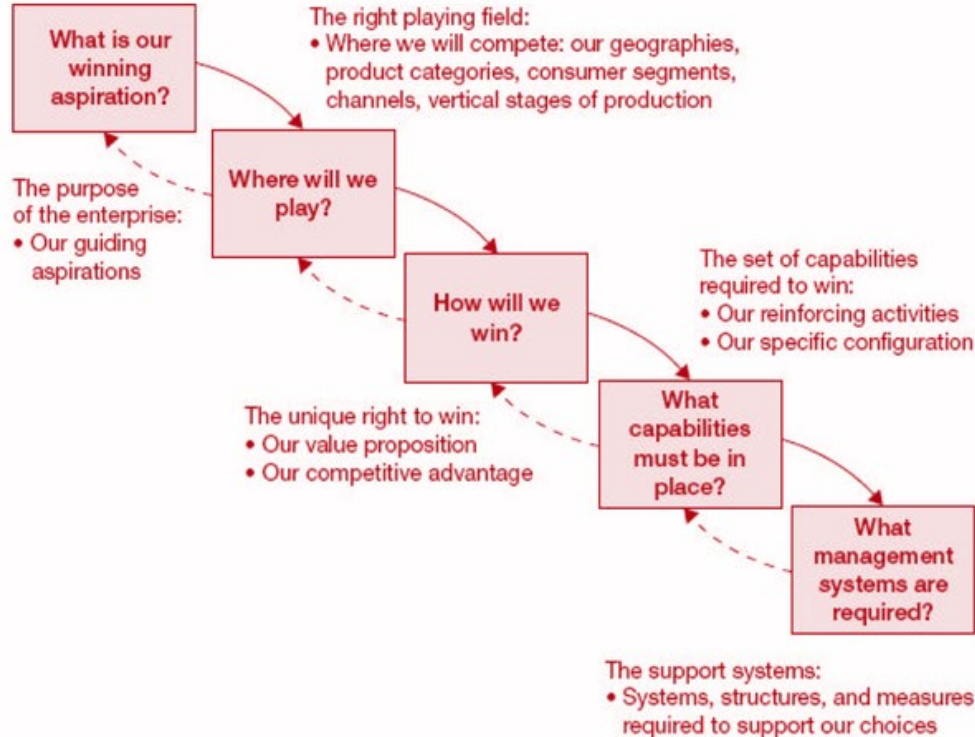
“The two most fundamental strategic choices are deciding **where to play** and **how to win**.”

“True strategy is about placing bets and making **hard choices**. The objective is **not to eliminate risk** but to **increase the odds of success**.”

- Roger L. Martin, *Playing to Win*



An integrated cascade of choices





Where to Play?

Blue Ocean Strategy



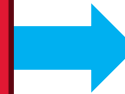
Blue Ocean Strategy

Established Markets

Intense Competition

Focus on industry rivals

Achieve both differentiation and cost leadership



Untapped Market Space

Create demand

Create new customers

Free of Competition

Differentiation



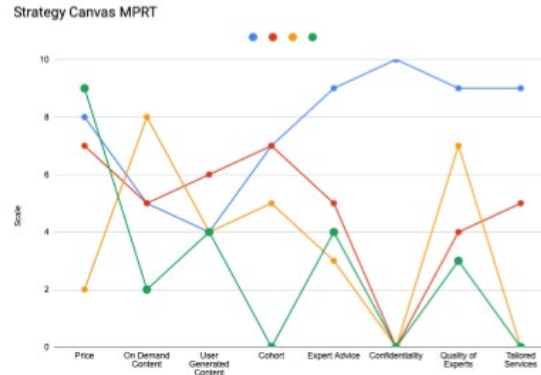


Blue Ocean Strategy

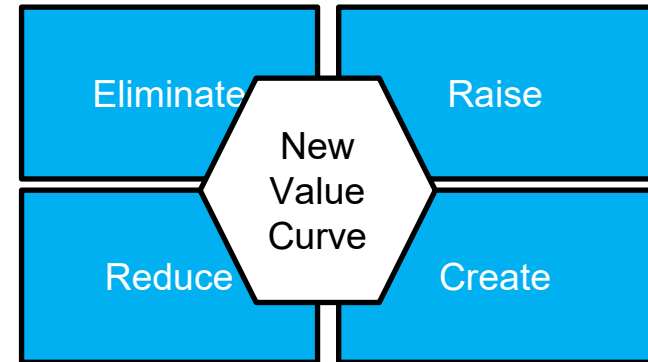
Focus List Key Factors of Competition

Divergence Break from industry's existing strategies

Plot your canvas



ERRC





Microsoft Teams

Strategy Canvas - Teams

Value Element	Teams	Slack
Cost	4	7
Integration	10	5
Security & Compliance	10	6
Enterprise Adoption	10	5
User Interface & Experience	5	8
Video Conferencing & Meetings	9	4
Collaboration Features	8	7
Channel Strategy & Distribution	10	5

Raise

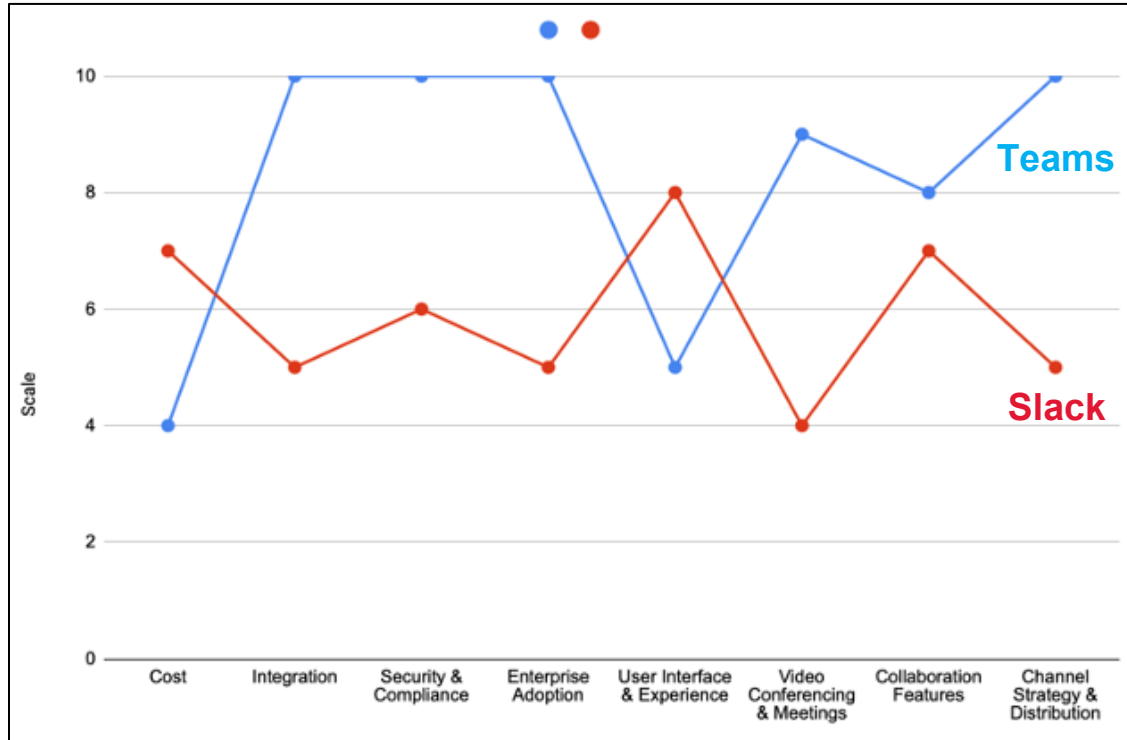


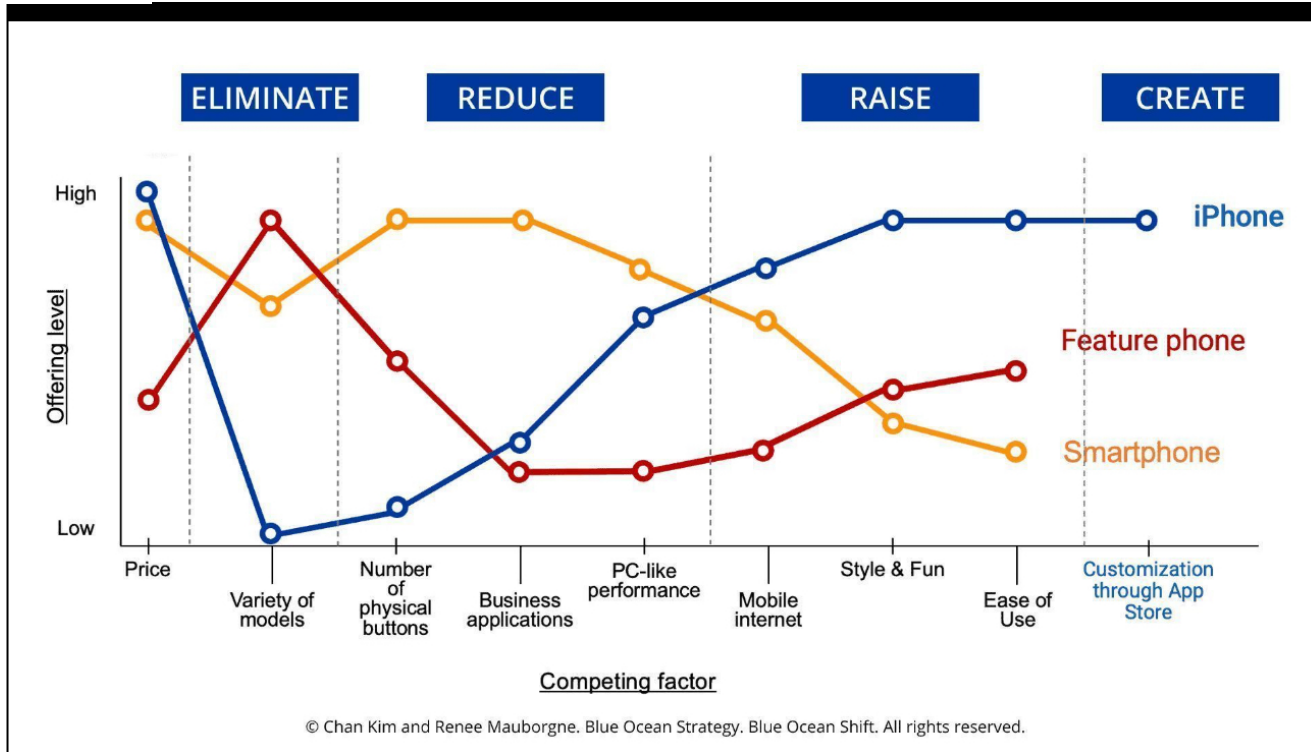
Raise





Microsoft Teams







How to **Win**?

Differentiation

Identify Opportunity



Identify Customer Pain Points

Uncover customers unmet needs

What do your competitors do well? or Poorly?



Market Gap

What is the market doing now?





Value Proposition

Does Your Business
Have a Unique Value?

What **unique benefit** does
your product provide?





Differentiation



Who are your direct and indirect competition?



What are some of the unique attributes that differentiate your product from the rest?



Is your product/feature hard to copy?



Channel Strategy



Direct-to-Consumer



App Store – 3rd party platform



Monetization

Pay-per-use



Freemium



Subscription



Bundled Pricing



Good Strategy Principles



Focus - Finding pivotal few areas will help achieve your goal



Unique Strengths - Playing to your strengths to win



Insights - Observing markets, users, competitors, technology to solve the problem




coherent action/ Aligned - Coherent action to achieve the goal



Management and adapt to changing market

Differentiate and stand out





“Focus comes from saying no to a thousand things to make sure we don’t get on the wrong track or try to do too much.”

Steve Jobs



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Thank you



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Session Evaluation

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