

# KEY PRINCIPLES TO IMPLEMENTING A PRODUCT APPROACH CHECKLIST

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## IDENTIFY OPPORTUNITIES THAT CREATE IMPACT

- ✓ Align business vision and product strategy by establishing a framework to track objectives and key results.
- ✓ Simulate and unlock new business models and opportunities that do not exist today.

## IMPROVE THE SUCCESS RATE OF THE PRODUCTS WE BUILD

- ✓ Build a mechanism to validate market needs quickly and often.
- ✓ Develop a repeatable process that leads to desirable, viable, and feasible products.

## REDUCE TIME TO DELIVER OUTCOMES

- ✓ Use data-driven metrics to create capabilities that can measure product performance, customer experience, and business impacts.
- ✓ Focus more on business outcomes than specific product features. For example, enabling locale preferences is a great feature but does little to a business outcome focusing on a specific territory or region.

## CREATE CONTINUOUS VALUE

- ✓ Build products that people love to use. They often become leading indicators of change.
- ✓ Close the loop between strategy, development, and performance.