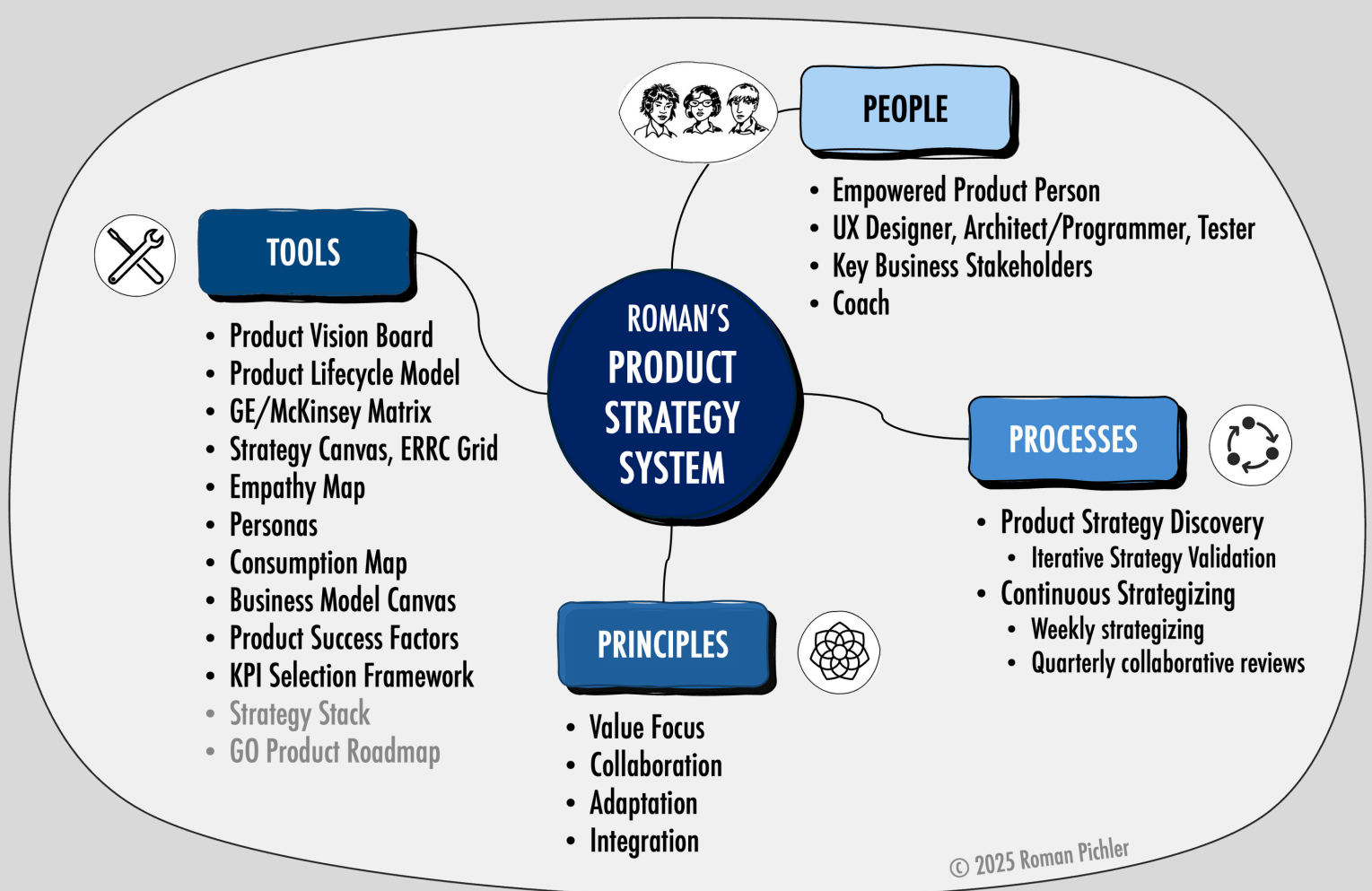


PRODUCT STRATEGY AS A SYSTEM

A HOLISTIC APPROACH TO PRODUCT STRATEGY

THE STRATEGY SYSTEM

A product strategy system is a collection of four interconnecting parts that function as a whole: people, processes, principles, and tools. Taking a system perspective recognises that making effective strategic product decisions requires much more than filling out a template or applying a single framework.



APPLYING THE SYSTEM

You can use the strategy system above to review your current product strategy approach and to build your own strategy system. To do so, ask yourself the following four questions:

1. Are the right people involved in determining the strategy work? Are they properly empowered and adequately qualified?
2. Are the right processes used?
3. Are the right tools applied? Do they support each other?
4. Do you follow helpful principles that guide the strategy work?

Be aware that a change in one area may impact another one. Therefore, carefully choose the elements of your strategy system and ensure that they fit together.

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