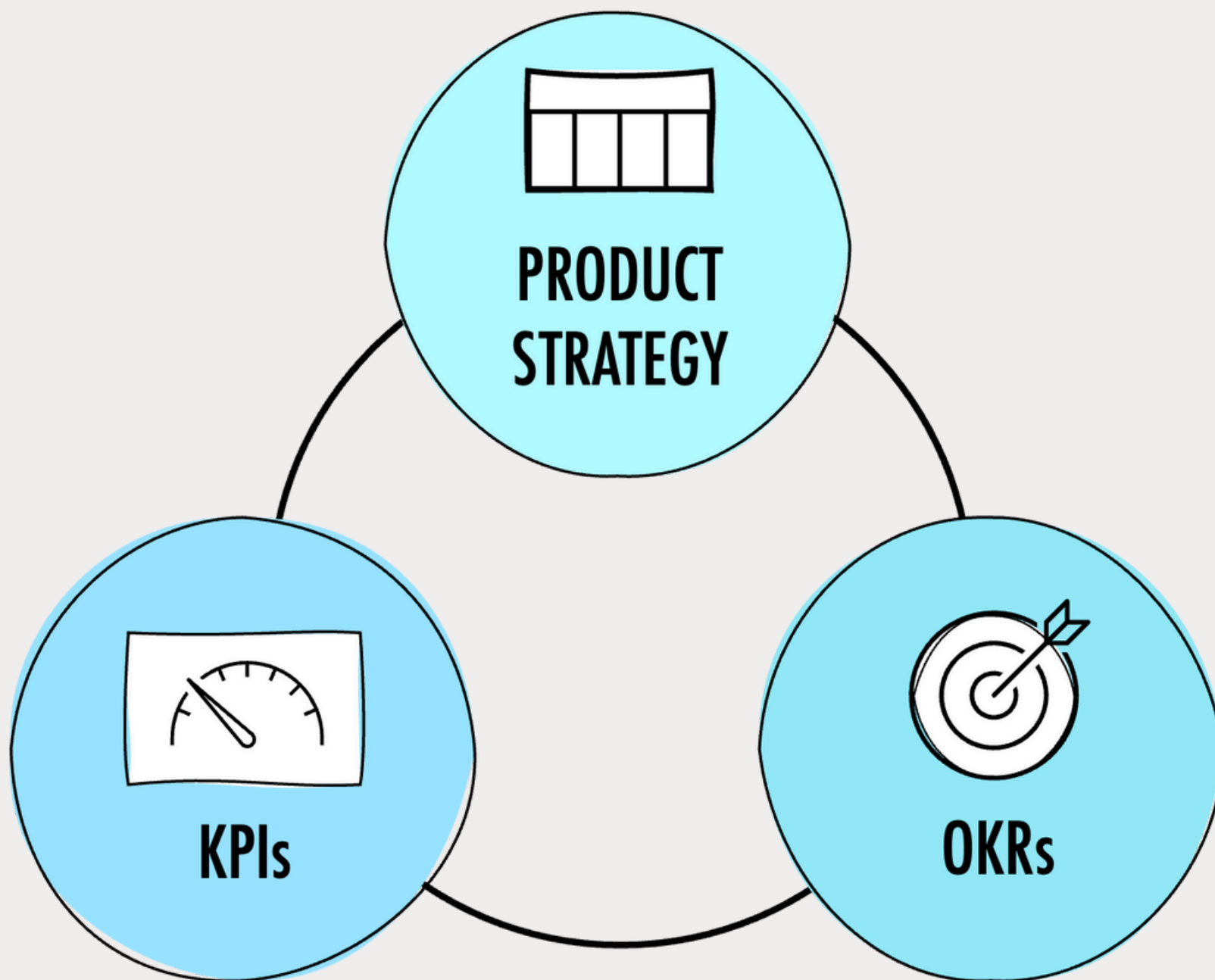- Decision-making framework.
- Describes the approach to achieve product success for a single product or product line.

PRODUCT STRATEGY

KPIs

OKRs

- Metrics that are derived from the product strategy and OKRs.
- Help you determine if the strategy and OKRs are effective or if they need to be adapted.

- Specific, achievable product goals based on the product strategy.
- Helps choose the right KPIs.