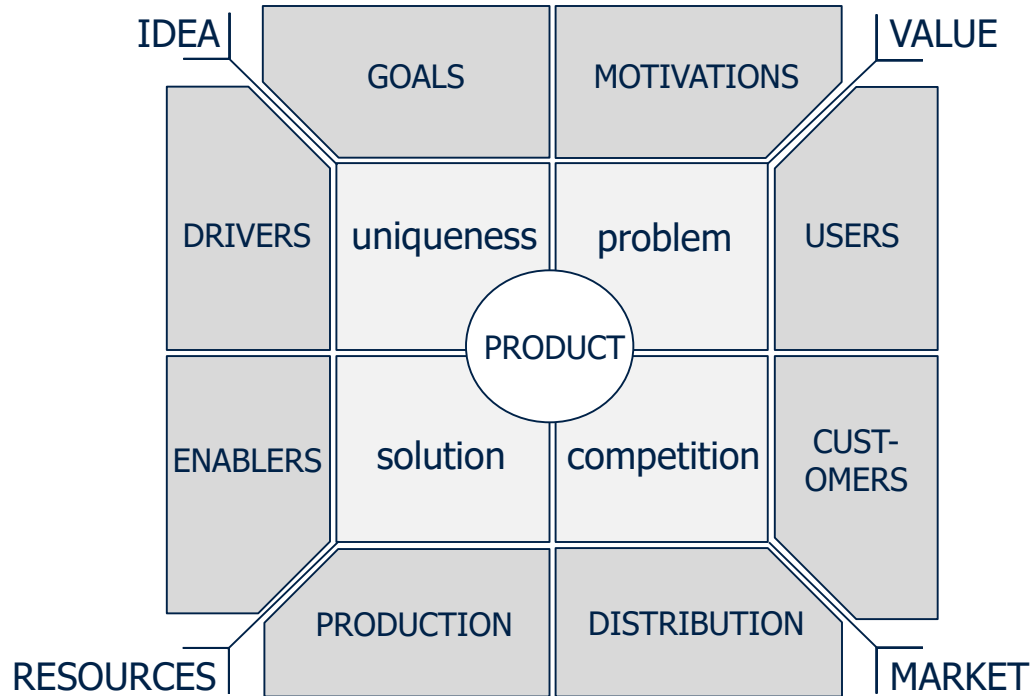


Handout

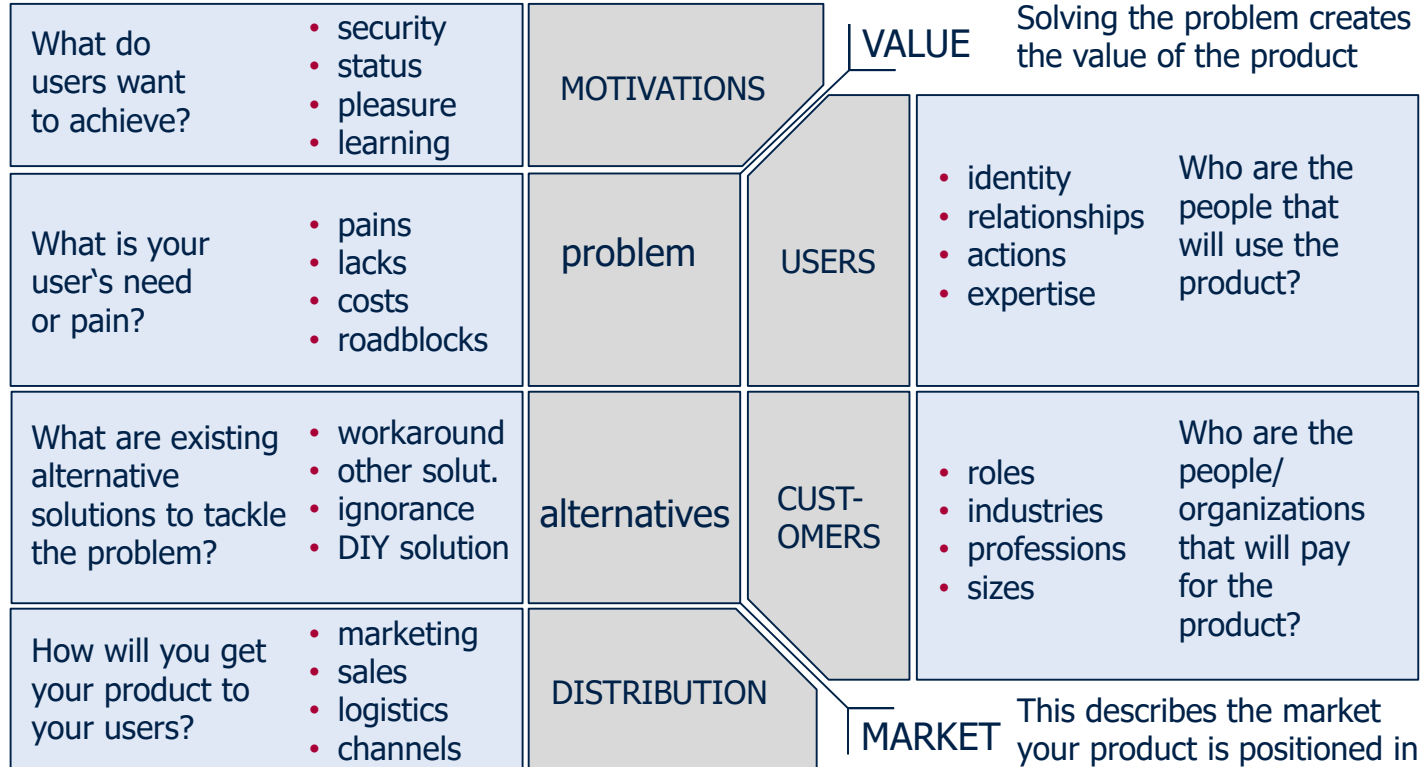
The Product Field

CRF London | 5 November 2019 | OD Manifesto
Henrik Schürmann

The Product Field has 12 relevant aspects and areas, at its core we find the value proposition of the product

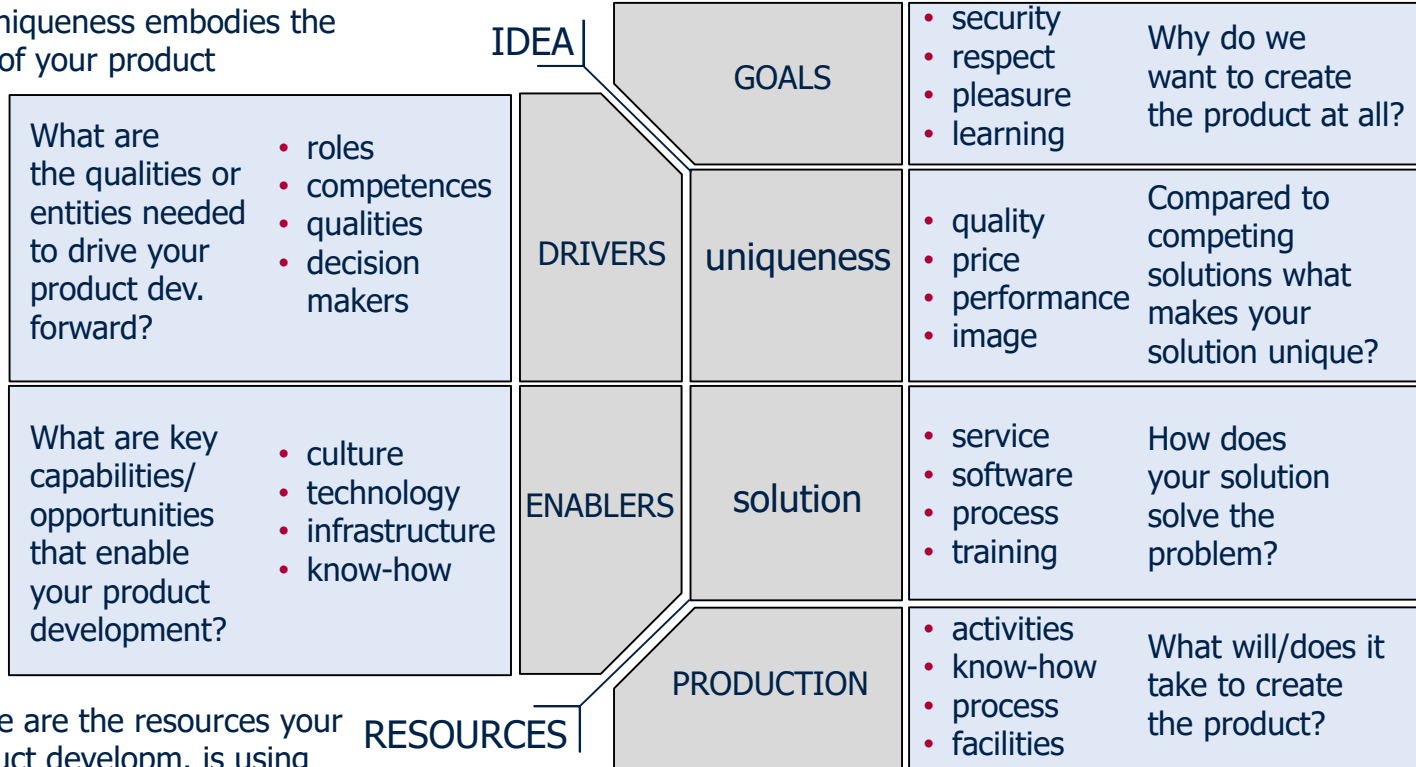


The Product Field has 12 relevant aspects and areas



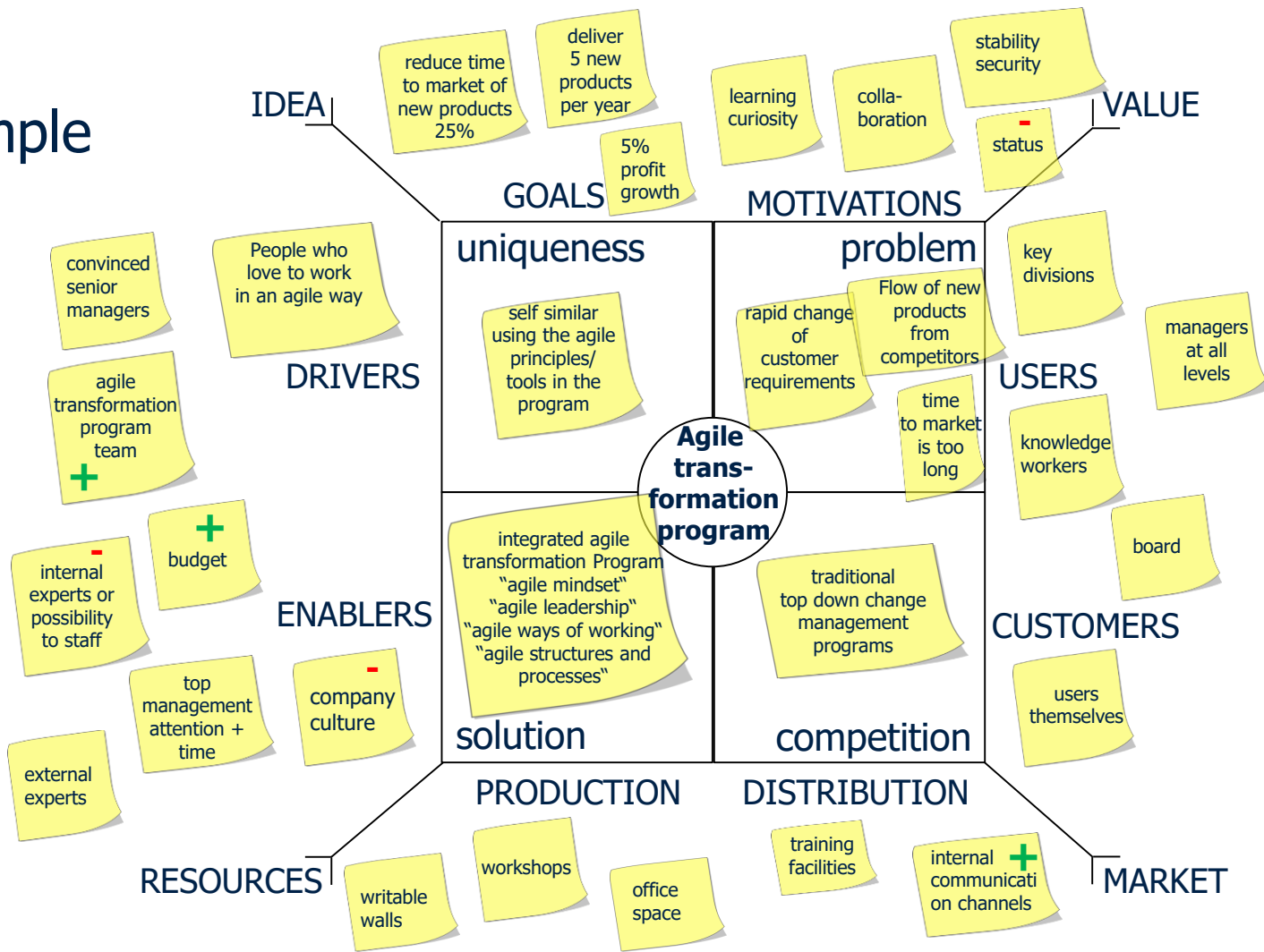
The Product Field has 12 relevant aspects and areas

Its uniqueness embodies the idea of your product



These are the resources your product developm. is using

Example



Challenges for the workshop session

SUMMARY OF THE 7 CHALLENGES

- 1** Building organisation capability to respond to digital disruption
- 2** Equipping the organisation to be resilient in a downturn
- 3** Building an ambidextrous organisation
- 4** Building organisation agility/capacity to react at speed to market changes
- 5** Creating a culture that fosters innovation
- 6** Creating a culture that's attractive to the critical talent needed to execute the business strategy
- 7** Enhancing the OD capability of the HR function

Take the perspective of an OD consultant as a group and develop a solution for your challenge, using the product field as a tool

1

Map your challenge in the product field with post it notes and evaluate completeness and consistency

30 min

2

Mark strengths and weaknesses on the different post it notes.
3 strengths (+)
3 weaknesses (-)

10 min

3

Work on the strengths/weaknesses and your solution to meet the challenge. Document your reflections and insights on the next pages

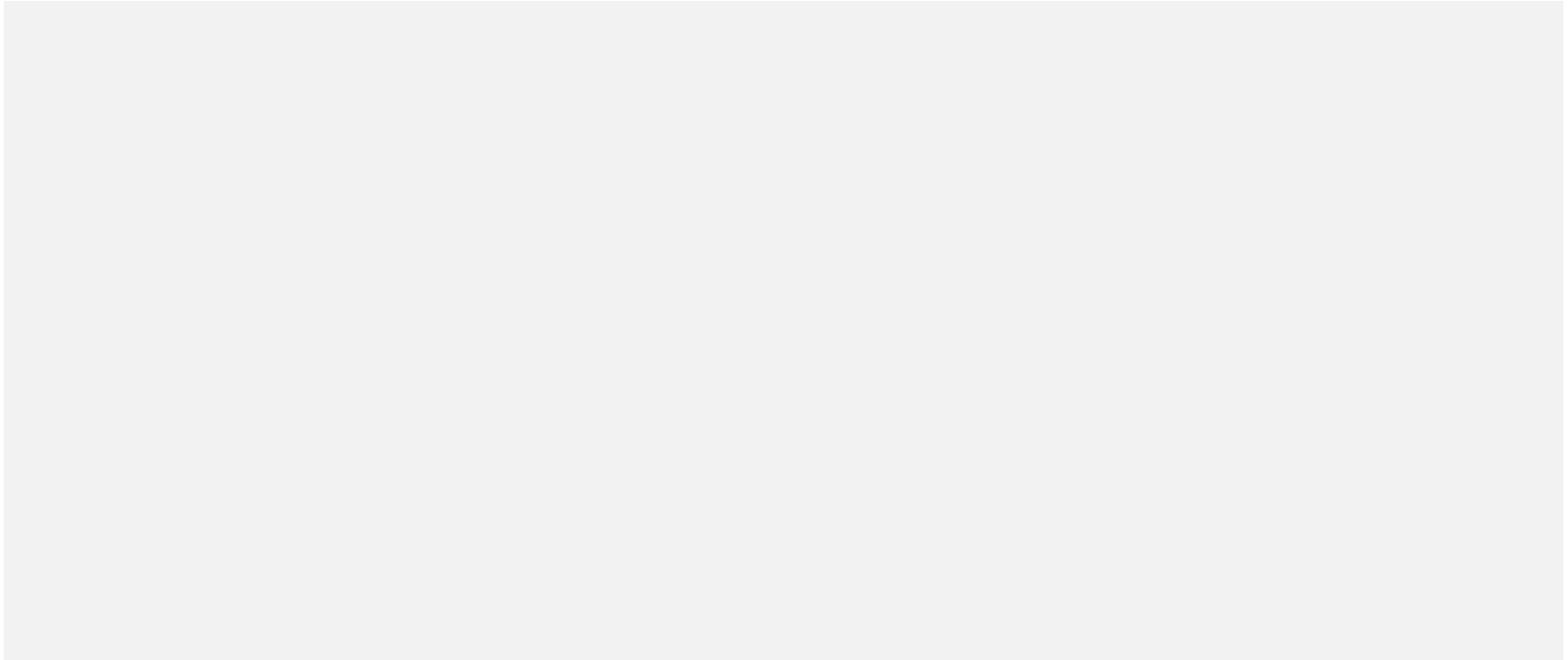
20 min

4

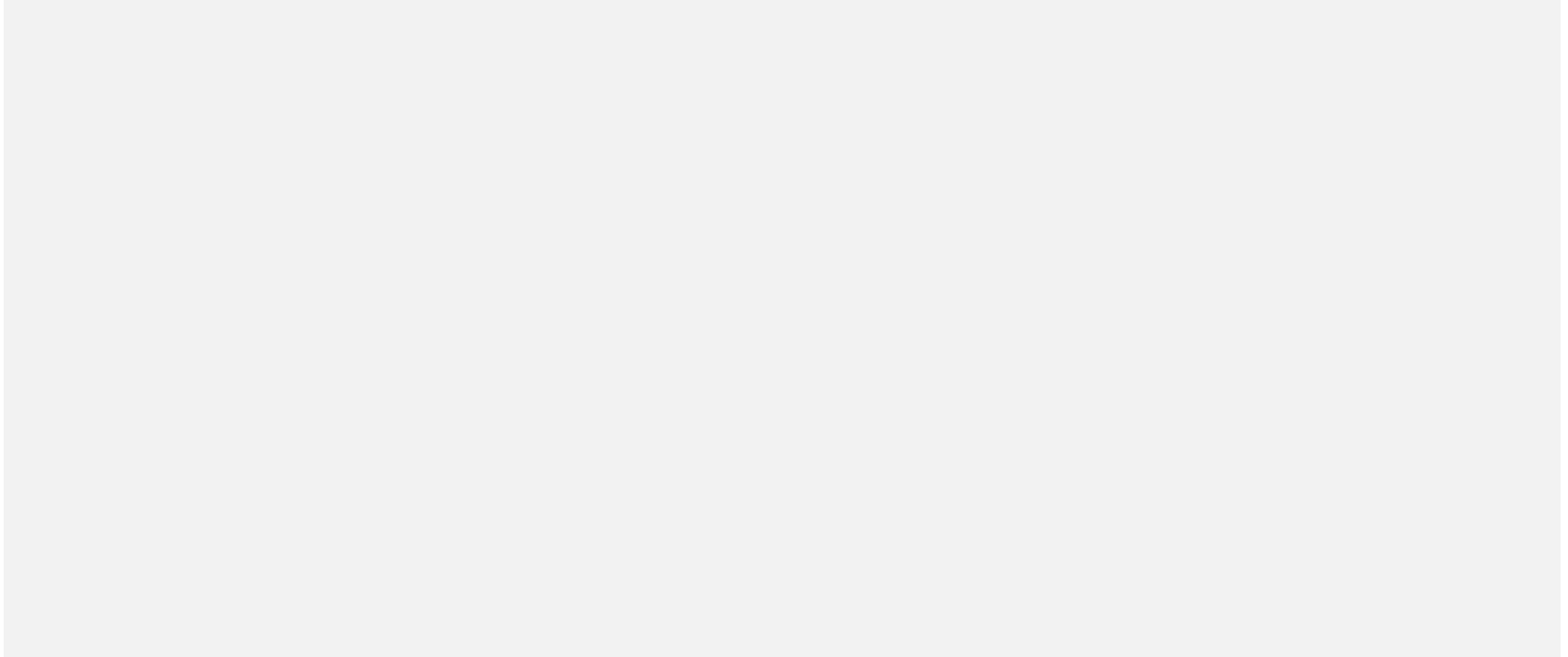
What are 1-2 key insights from your discussion you would like to share with other participants?

10 min

Key insights learnings as a group, working at our challenge are:



Key insights/learnings as a group, working at our challenge are:



Our final conclusion we would like to share with other groups to meet the challenge is:
