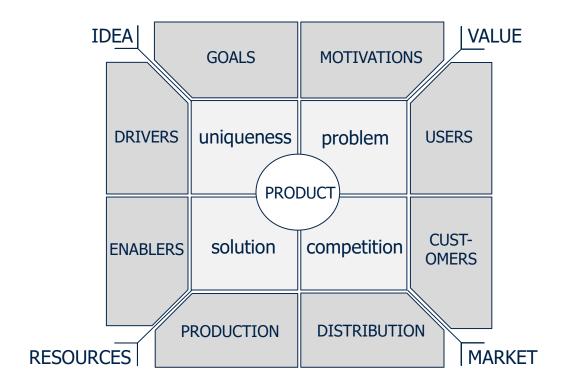


Handout The Product Field

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



What do users want	securitystatus	MOTIVATION	LUE Solving the problem creates the value of the product			
to achieve?	pleasurelearning	HOTIVITIONS		: 4 -		Who are the
What is your user's need or pain?	painslackscostsroadblocks	problem	USERS	• rela • act	entity ationships cions pertise	people that will use the product?
What are existing alternative solutions to tackle the problem?	workaroundother solut.ignoranceDIY solution	alternatives	CUST- OMERS		lustries ofessions	Who are the people/ organizations that will pay for the
How will you get your product to your users?	marketingsaleslogisticschannels	DISTRIBUTIO		RKET		product? ibes the market uct is positioned in

The Product Field has 12 relevant aspects and areas



Its uniqueness embodies the idea of your product		s the II	DEA	GOALS	securityrespect	Why do we want to create
	What are the qualities or entities needed to drive your product dev. forward?	rolescompetencesqualitiesdecision makers			pleasurelearning	the product at all?
			DRIVERS	uniqueness	qualitypriceperformanceimage	Compared to competing solutions what makes your solution unique?
	What are key capabilities/ opportunities that enable your product	culturetechnologyinfrastructureknow-how	ENABLERS	solution	servicesoftwareprocesstraining	How does your solution solve the problem?
	development? are the resources ct developm. is us	, עורוניוט	 activities know-how process facilities	What will/does it take to create the product?		



Challenges for the workshop session



SUMMARY OF THE 7 CHALLENGES

- Building organisation capability to respond to digital disruption
- Equipping the organisation to be resilient in a downturn
- Building an ambidextrous organisation
- Building organisation agility/capacity to react at speed to market changes

- Creating a culture that fosters innovation
- Creating a culture that's attractive to the critical talent needed to execute the business strategy
- 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

2

Mark strengths and weaknesses on the different post it notes.

- 3 strengths (+)
- 3 weaknesses (-)

3

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

4

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

30 min

10 min

20 min

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:

