Introduction to The Product Field

CRF London | 5 November 2019 | OD Manifesto

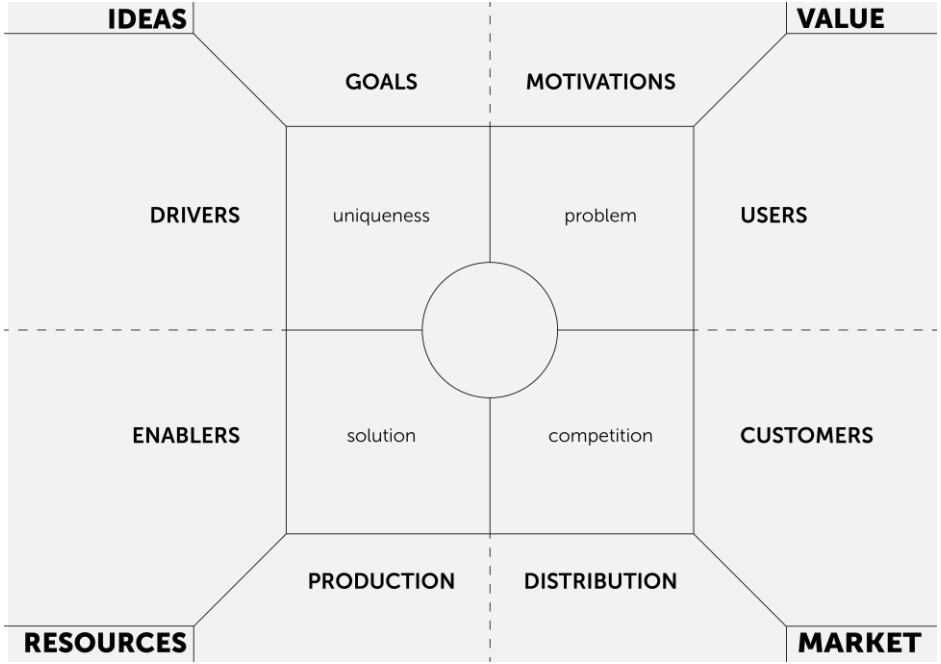
Henrik Schürmann

What tools do we use as a profession?

"We shape our tools,
and thereafter
our tools shape us".

Marshall McLuhan

The Product Field is a business tool and fosters a product thinking mindset

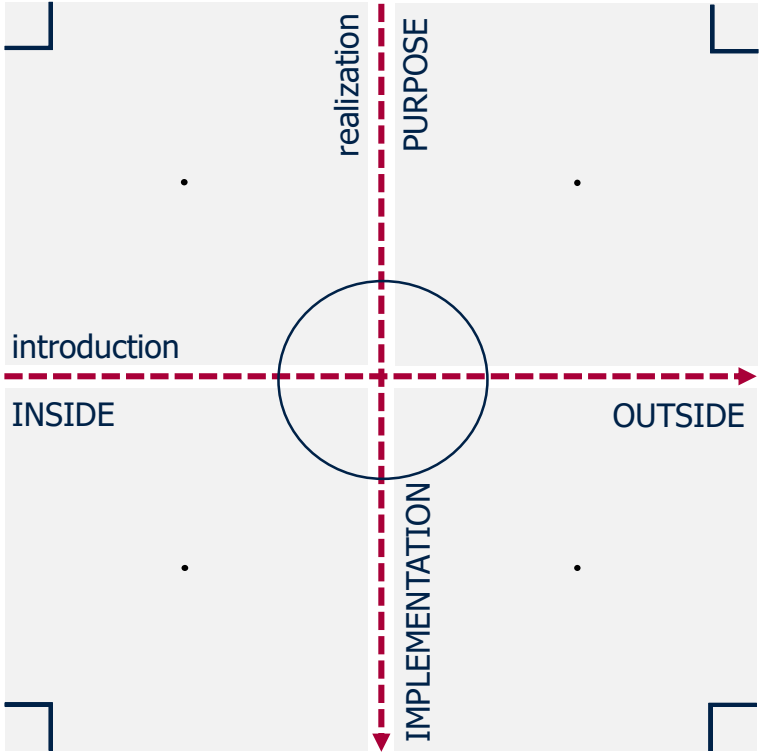


Product field is a tool that helps us to think:

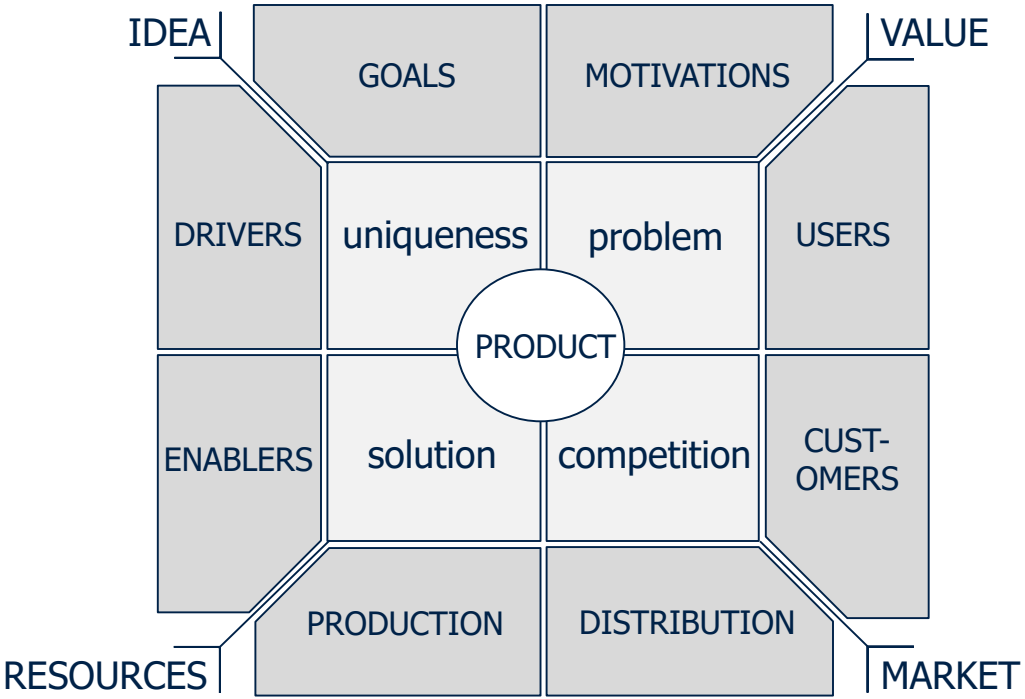
- Have we looked at all the different aspects and connections at once?
- Where are the strengths and weaknesses in our product, and what needs to be addressed to be successful?
- How do we take into account weaknesses and use strengths for our product development?

Research
UNDERSTAND
ASK
OBSERVE
CREATE
EVALUATE
FIELD NOTES
PROTOTYPE

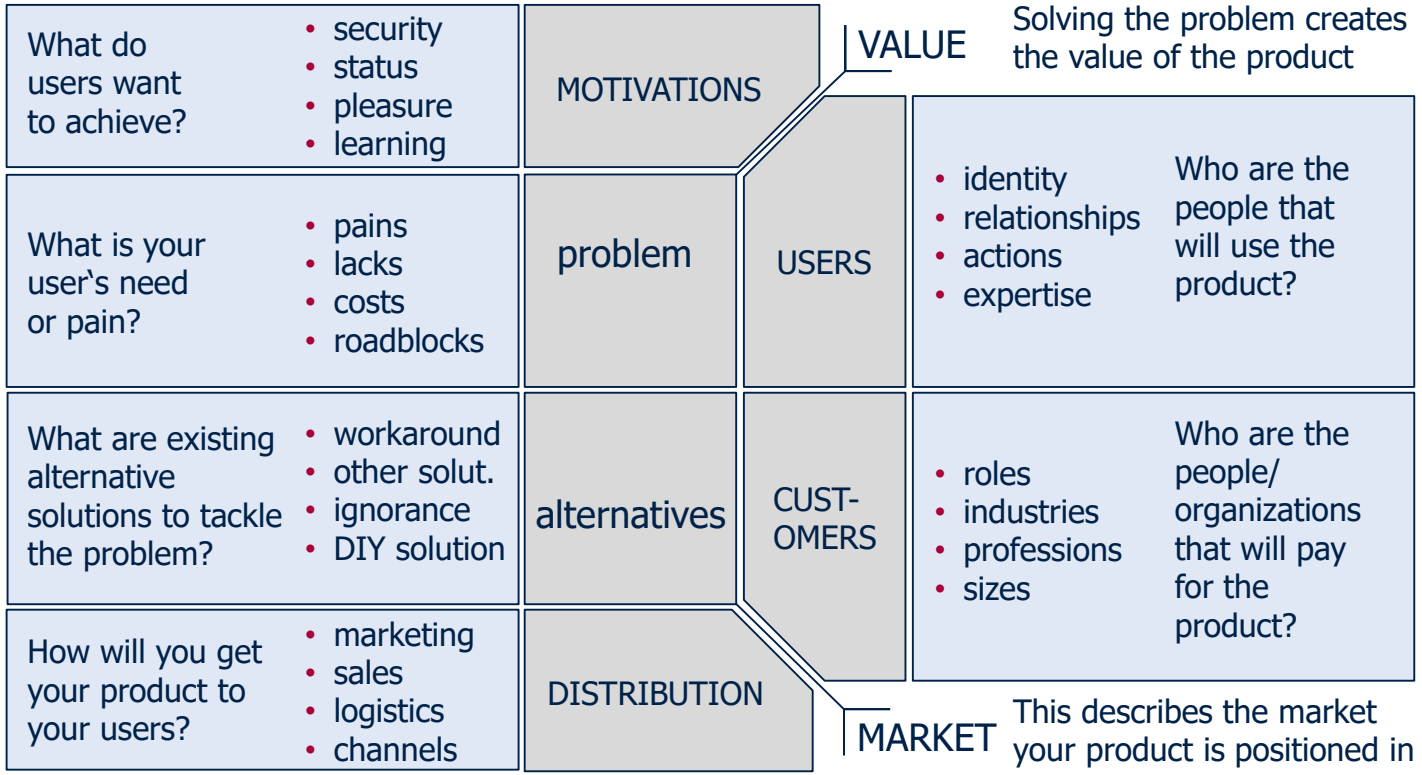
The Product Field is designed as a conceptual space and canvas



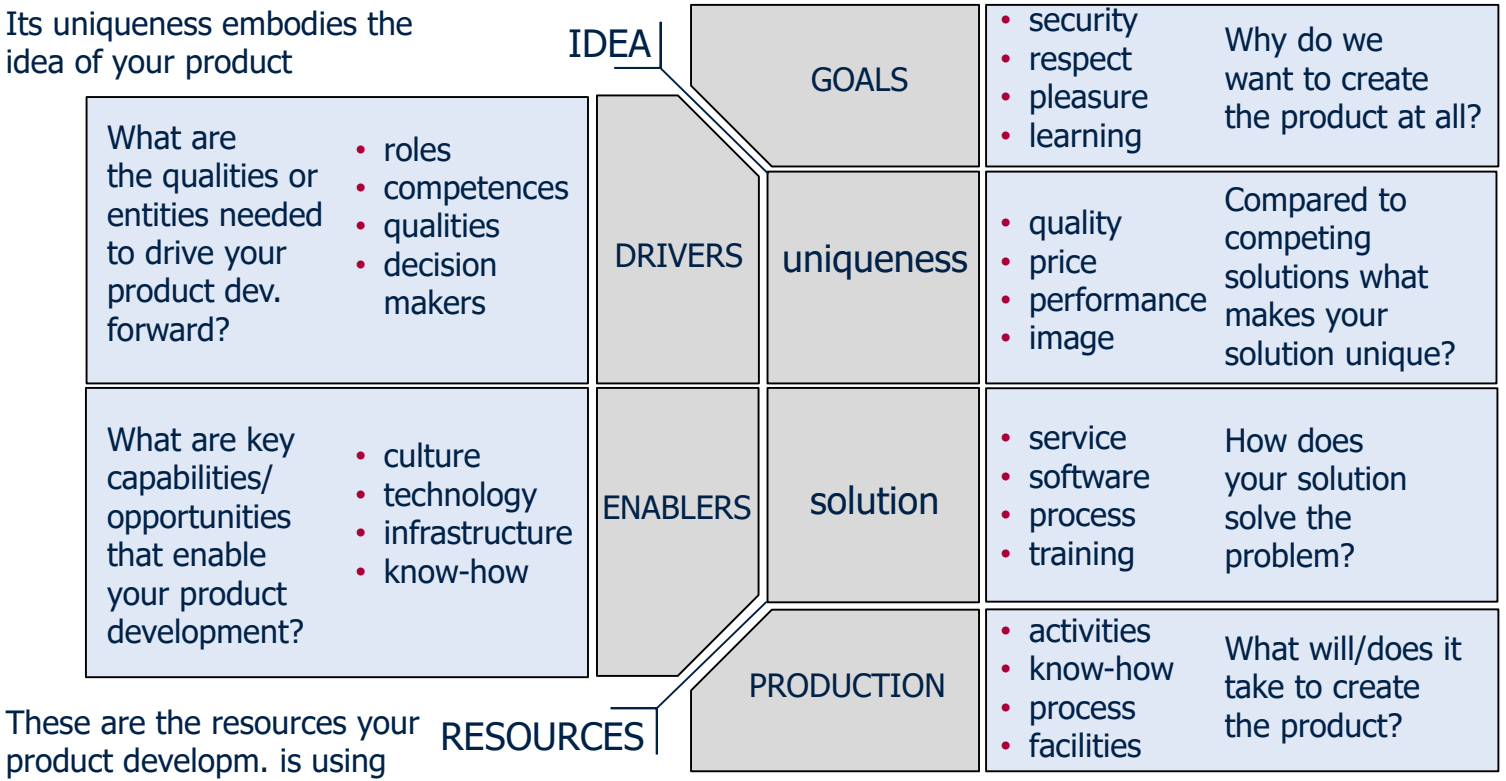
The Product Field has 12 relevant aspects and areas, at its core we find the value proposition of the product



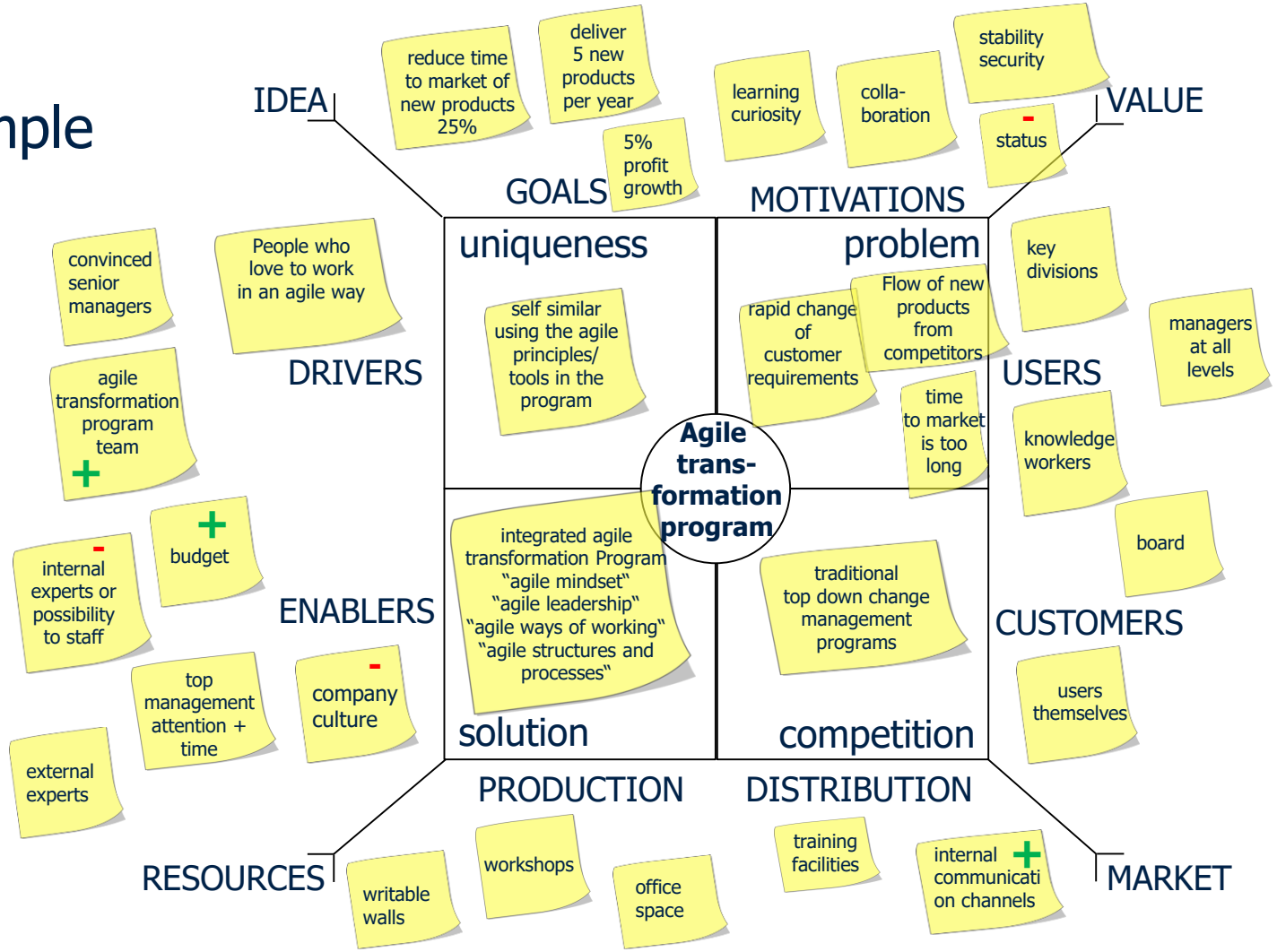
The Product Field has 12 relevant aspects and areas



The Product Field has 12 relevant aspects and areas



Example


IDEA
reduce time to market of new products 25%
deliver 5 new products per year
GOALS
5% profit growth
learning curiosity
colla-boration
stability security
status
VALUE
MOTIVATIONS
uniqueness
problem
convinced senior managers
People who love to work in an agile way
DRIVERS
agile transformation program team
self similar using the agile principles/ tools in the program
rapid change of customer requirements
Flow of new products from competitors
time to market is too long
key divisions
managers at all levels
USERS
knowledge workers
board
Agile trans-formation program
internal experts or possibility to staff
budget
ENABLERS
top management attention + time
company culture
external experts
integrated agile transformation Program
"agile mindset"
"agile leadership"
"agile ways of working"
"agile structures and processes"
solution
traditional top down change management programs
competition
CUSTOMERS
users themselves
PRODUCTION
DISTRIBUTION
RESOURCES
writable walls
workshops
office space
training facilities
internal communicati on channels
MARKET

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/weak-nesses 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: