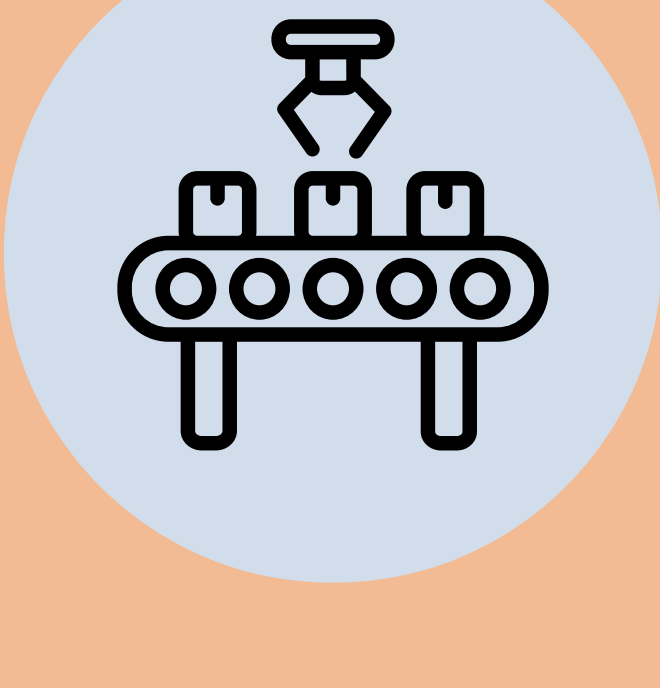


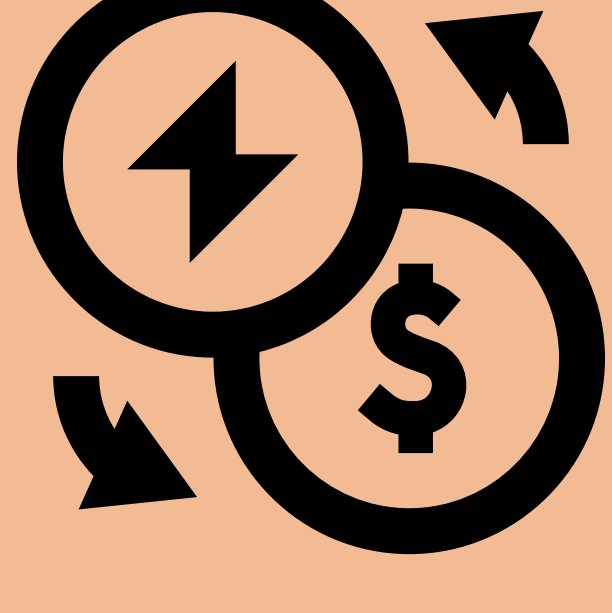
# Digital Product Management



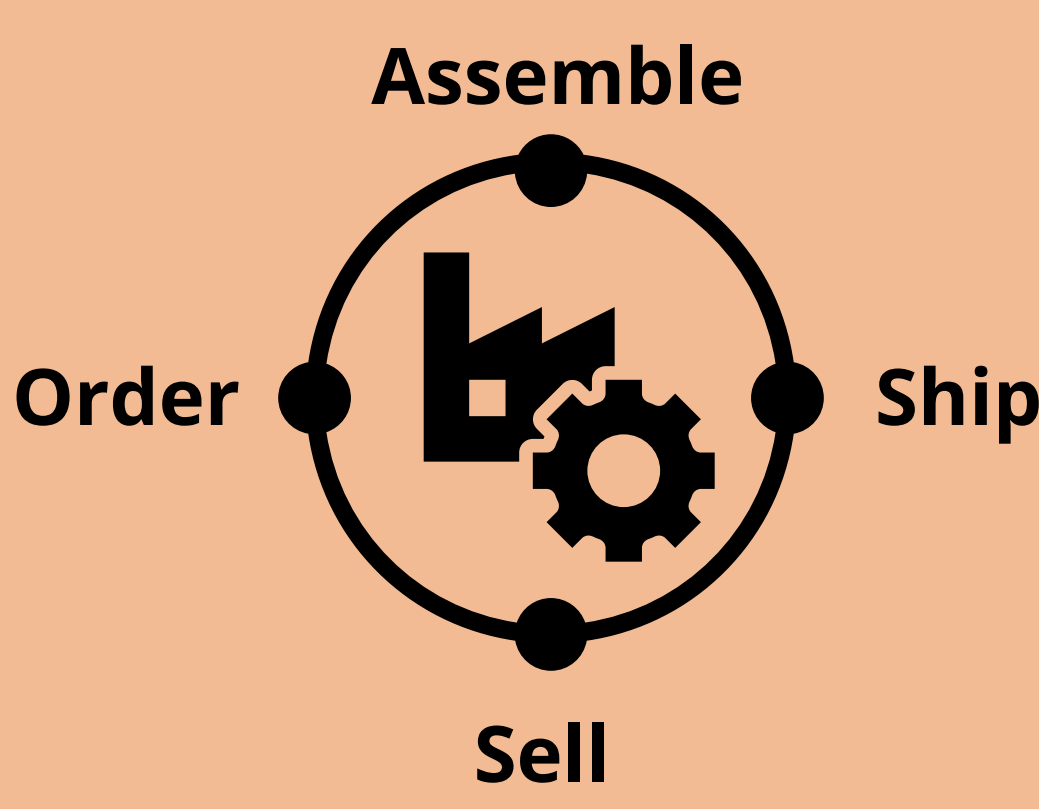
## Physical



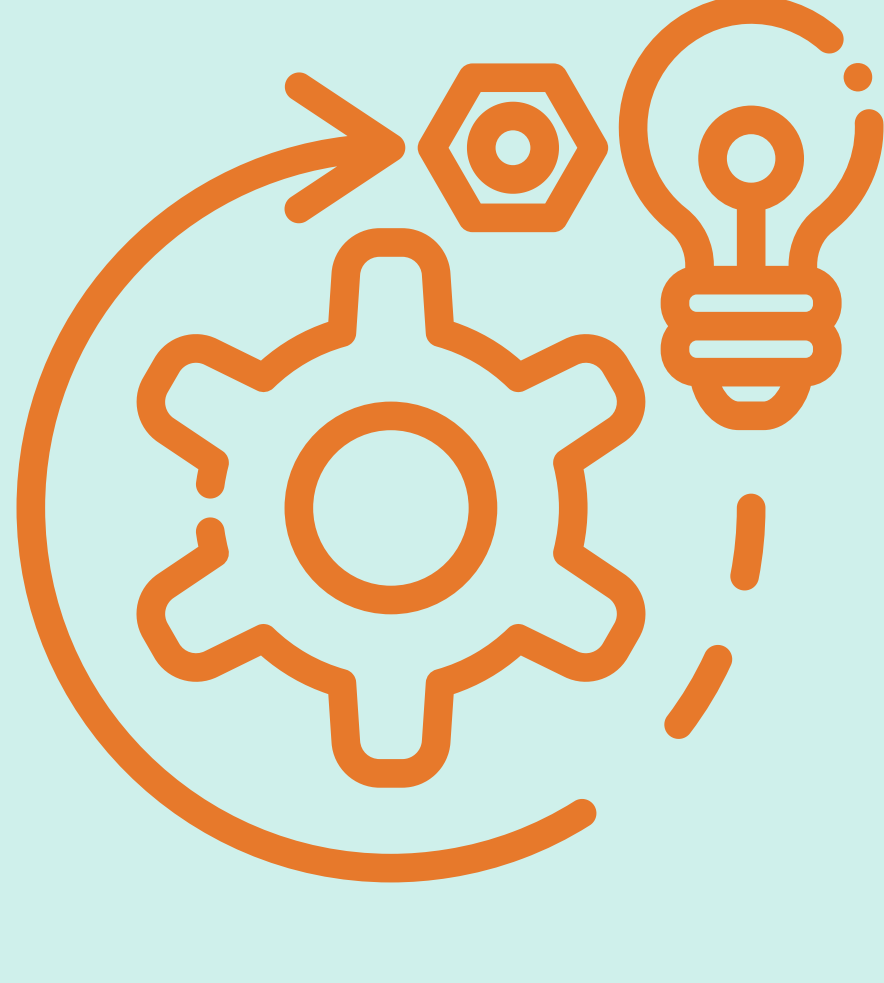
Physical products are produced using a complicated system that is visible, touchable, and predictable. The Traditional Operating model is slow and relies on lagging indicators to respond to emergent customer needs.



Slow, costly, and disruptive



Visible supply chain and assembly line



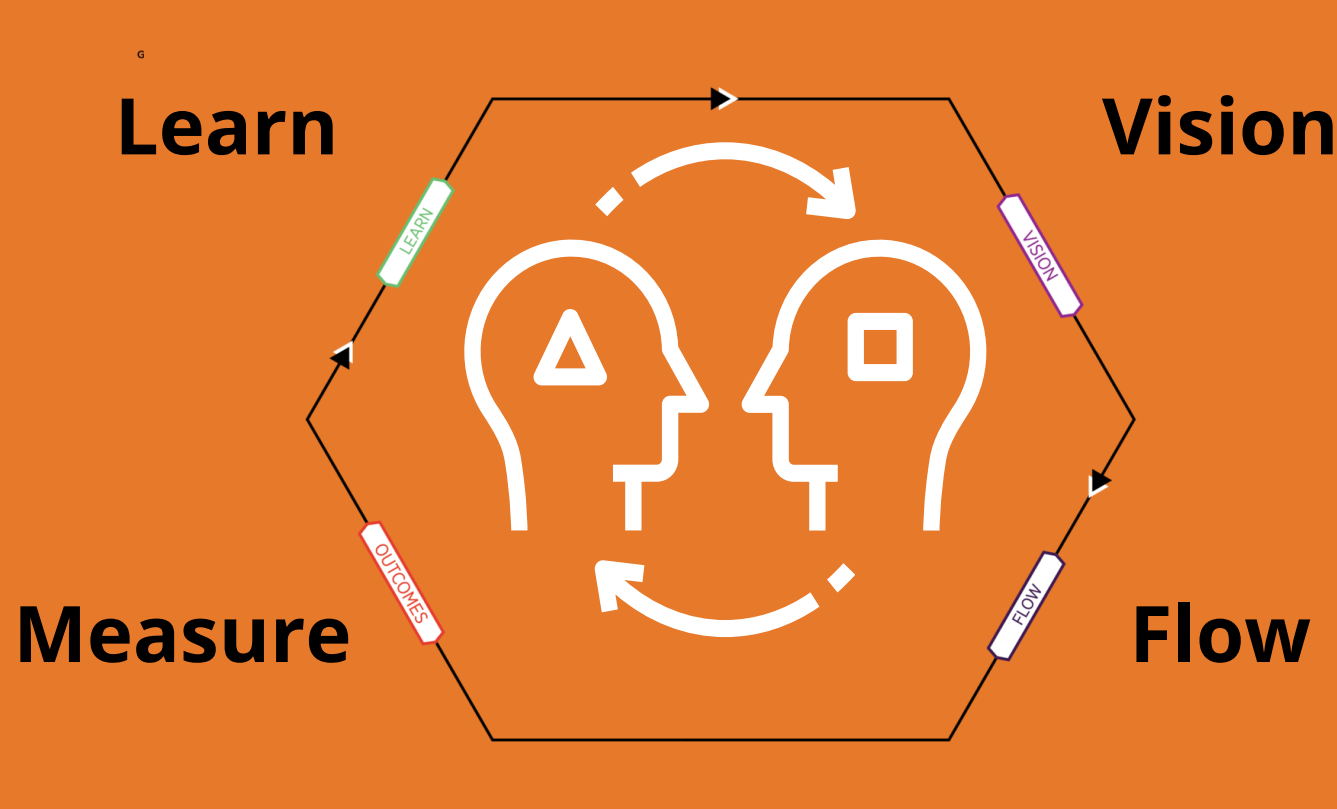
## Digital



Digital products are produced using a complex system that is intentionally made visible, consistent, and predictable. The Digital Operating model is fast, iterative and relies on leading indicators to respond to emergent customer needs.

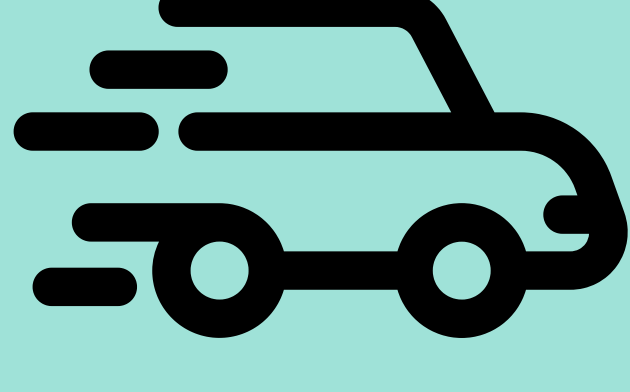


Fast, low cost, and business as usual



Shared Mental Models

## Five Levels of Planning



### Faster Car

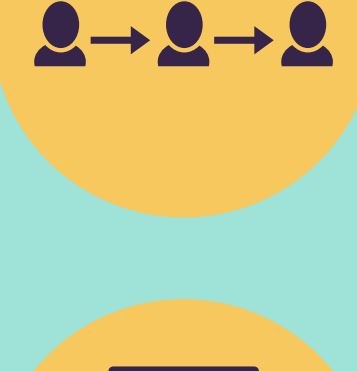
Predictable Needs



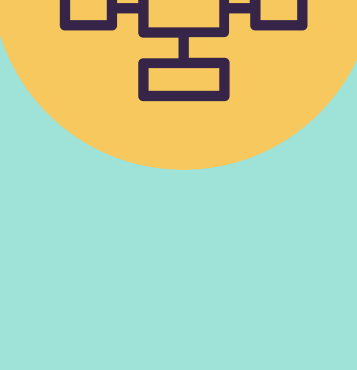
Supply Chain Changes



Assembly Line Changes

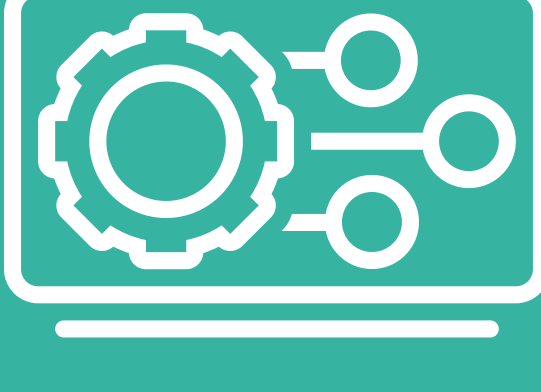


Stable Operations



Return On Investment

### Vision



### Emergent Customer Need



Establish Customer Value



Prototypes & MVPs



Business Increments



Communicate Vision & Change

Return On Investment

### Road Map

- Establish Project Team
- Create Project Plan
- Create Work Breakdown Structure
- Set Delivery Dates

### Project Management

- Establish Product Team/Council
- Create Product Roadmap
- Create Product Backlogs
- Define Minimum Business Increments

### Product Roadmap

### Release

- Communicate Project Plan
- Define Milestones
- Milestone Commitment
- Monitor Milestones

### Delivery Plan

- Shared Vision
- Release Planning
- Release Commitment
- Monitor Release

### Release Plan



Status Reporting & Project Close

### Deliver Plan

### Delivery



Iteration and Daily

### Measure Outcomes and Learn

## Digital Operations



### Enterprise Vision

### Vision

The vision includes both Product and Project goals that deliver People, Customer, Societal, and Business Results and measures the investment in strategic positioning.

Building a shared vision and roadmap helps the organization establish an enablement pipeline that creates measurable flow of value to customers.

### Flow



### Enterprise Flow



### Measured Outcomes

### Outcome

Measuring Outcomes as work is completed and released allows the organization to gather data for decision making.

Change is built into the model so the organization can learn together; providing space to measure results and outcomes for data-driven improvement.

### Learn



### Learning Organization