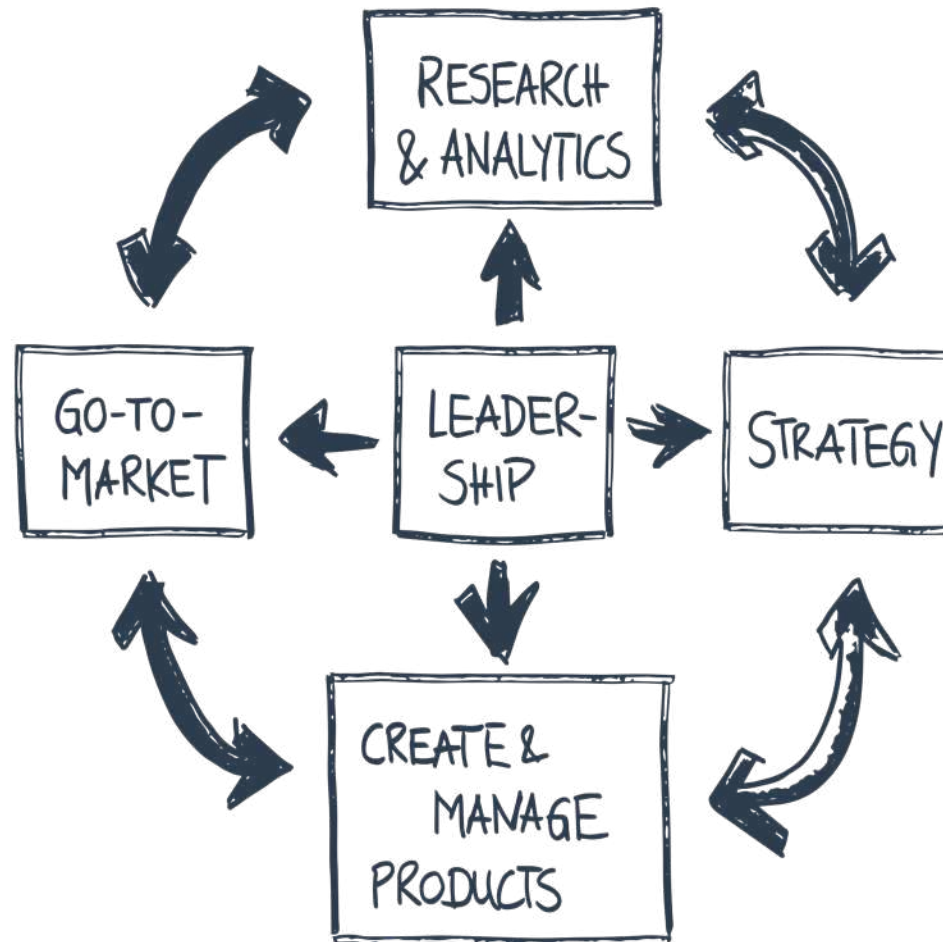




MODUL 3

STRATEGY & PLANNING

Strategische Planung mit Impact Mapping



Visionär

Strategie



Squirrel-Driven Product Management

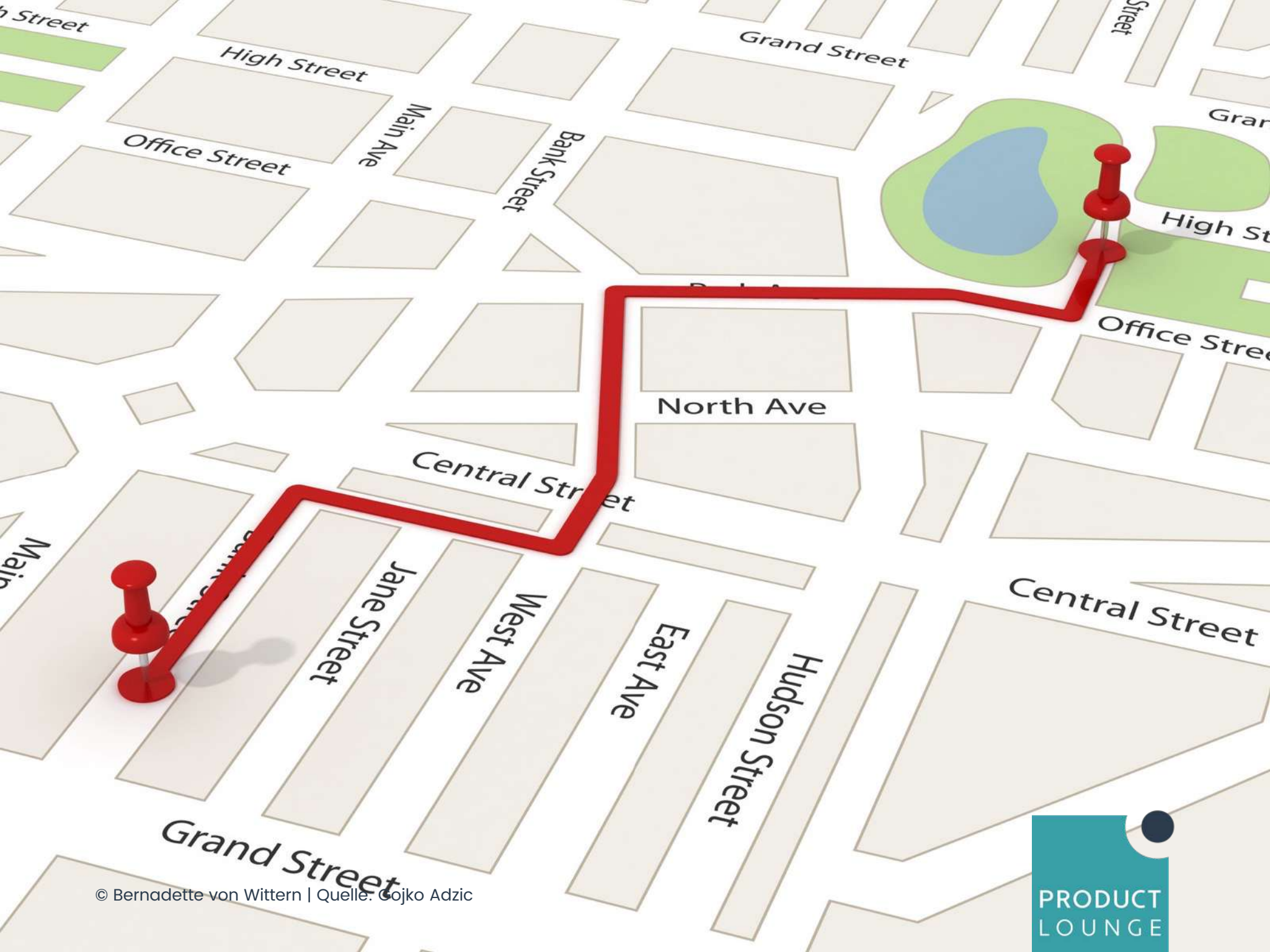
GOJKO ADZIC

Underpants Gnomes



Underpants Gnomes





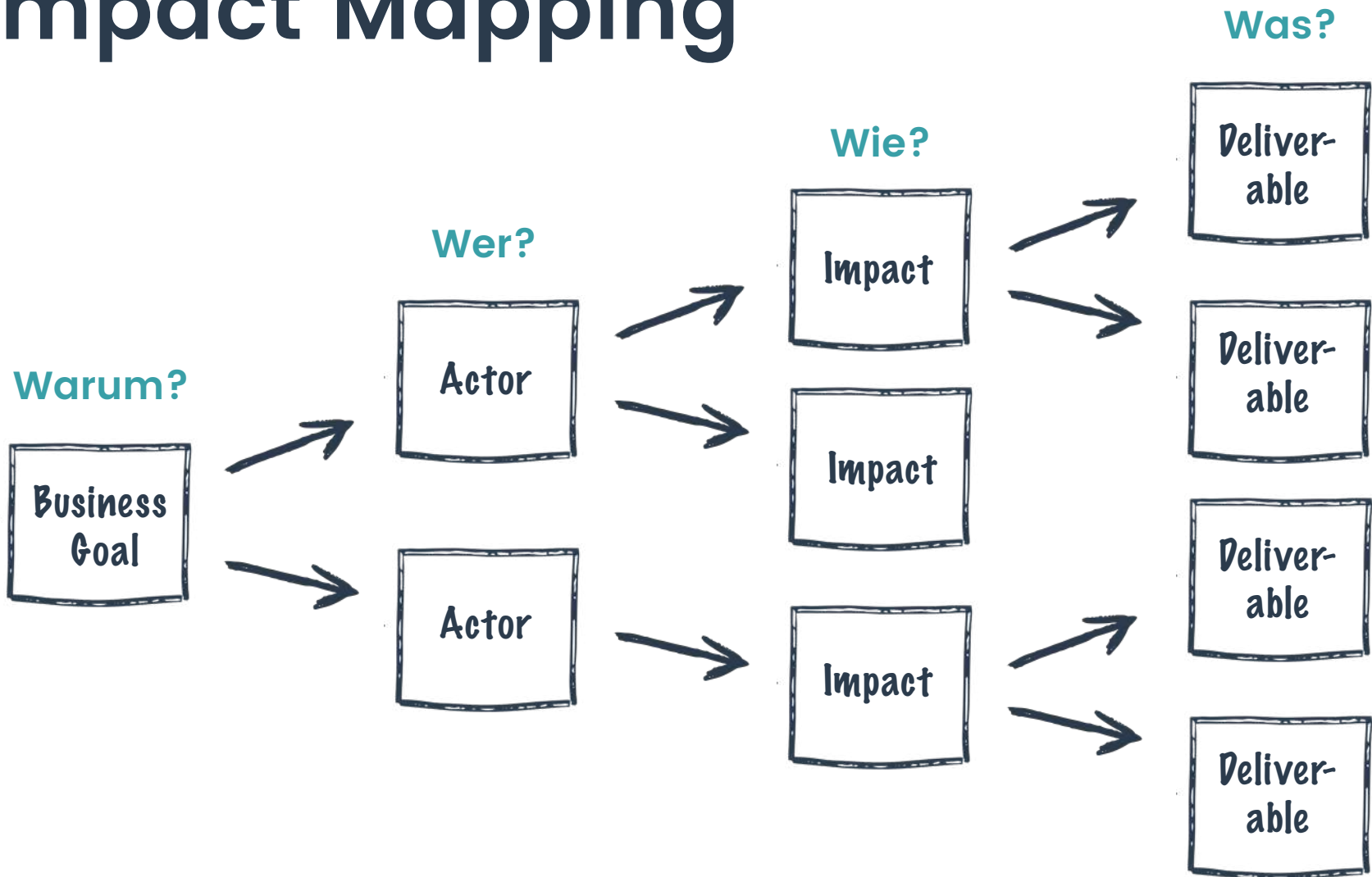
Road Map Planning



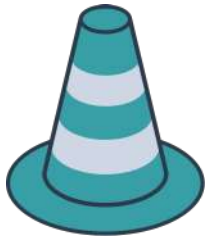
Impact Mapping



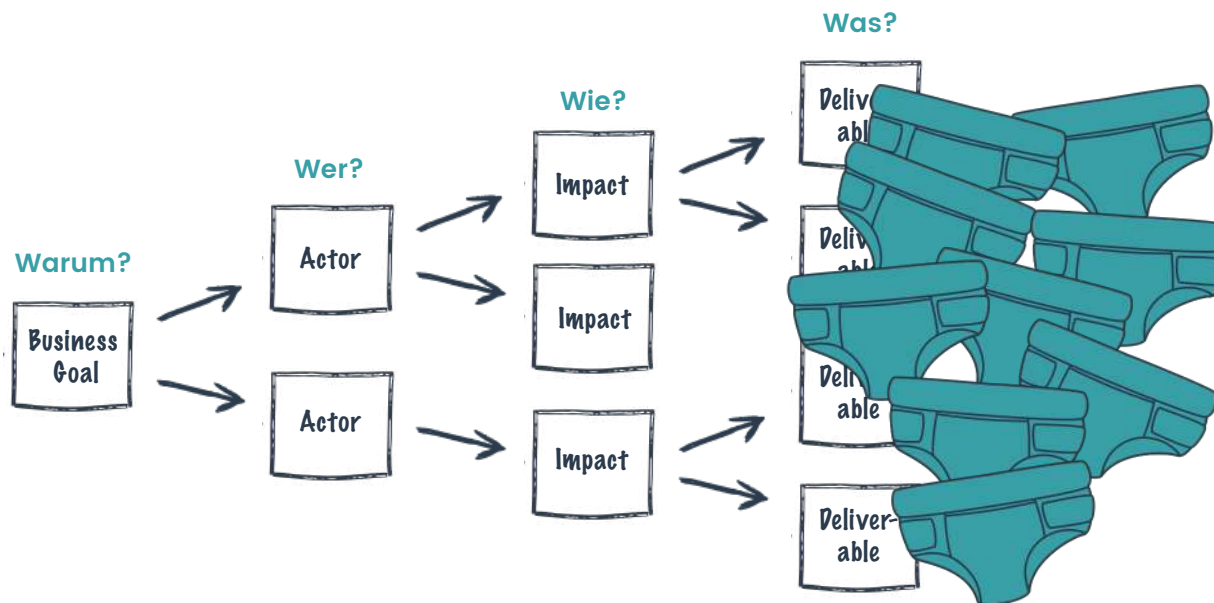
Impact Mapping



3 Fehlerquellen



#1 Fokus auf den Lösungsraum



So verbringen Produktteams ihre Zeit

Wie es häufig ist (20/80)

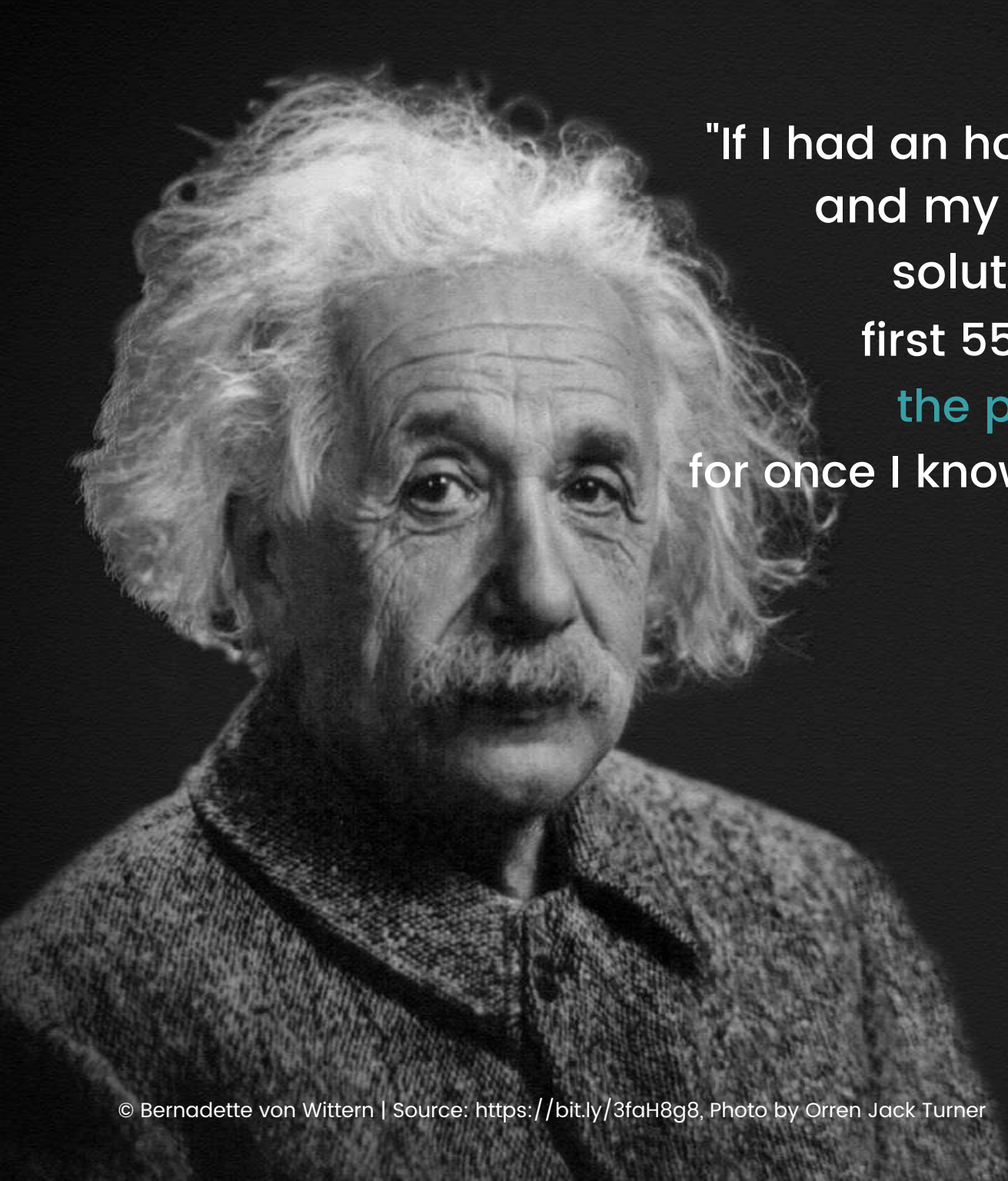
Problem-
Raum

Lösungs-
Raum

Wie es eigentlich sein sollte (50/50)

Problem-
Raum

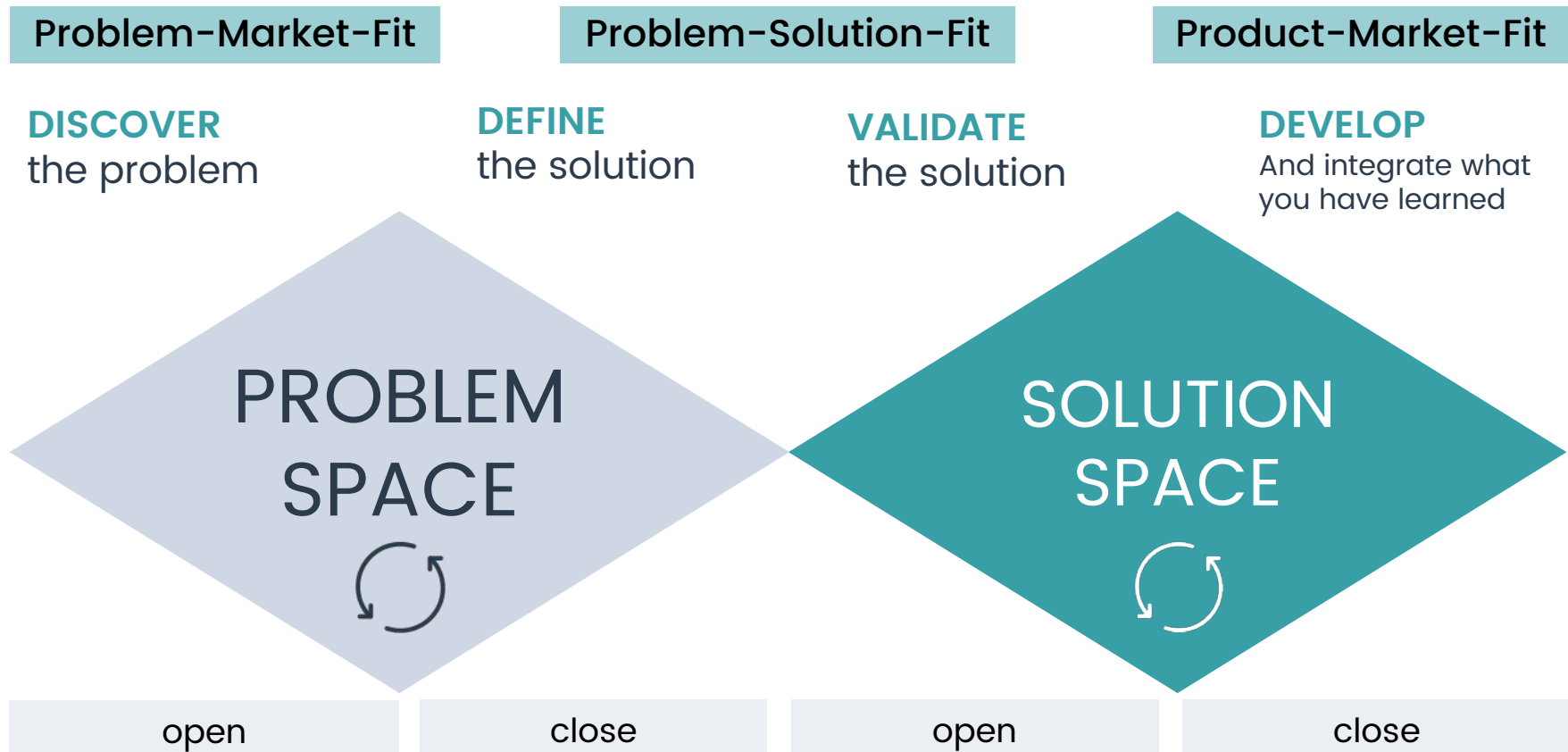
Lösungs-
Raum

A black and white portrait of Albert Einstein, showing his characteristic wild white hair and mustache. He is looking slightly to the right of the camera with a thoughtful expression. He is wearing a dark, textured jacket.

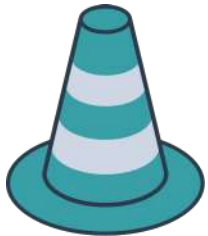
"If I had an hour to solve a problem
and my life depended on the
solution, I would spend the
first 55 minutes determining
the proper question to ask,
for once I know the proper question,
I could solve the
problem in less than
5 minutes."

- Albert Einstein

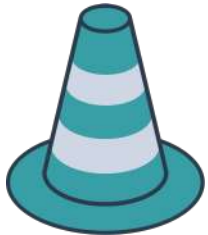
Double Diamond Process



3 Fehlerquellen



#1 Fokus auf den Lösungsraum



#2 Unspezifische Akteure „USER“?!



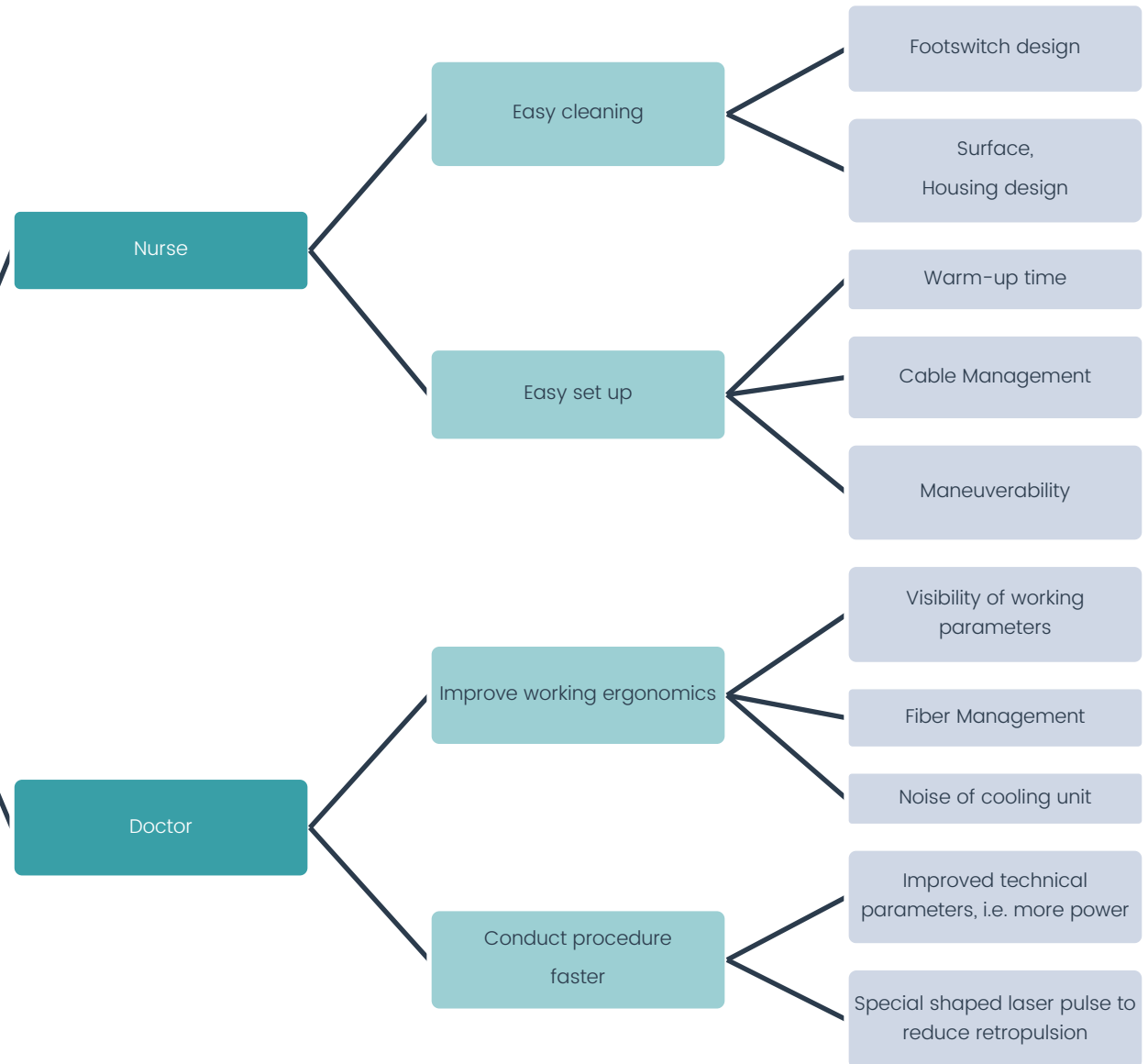
#3 Zu wenig Beachtung der Verhaltensveränderung

Beispiel: Laser zur Nierensteinzertrümmerung

Defend business and achieve revenue growth at market growth of 3% within next FY



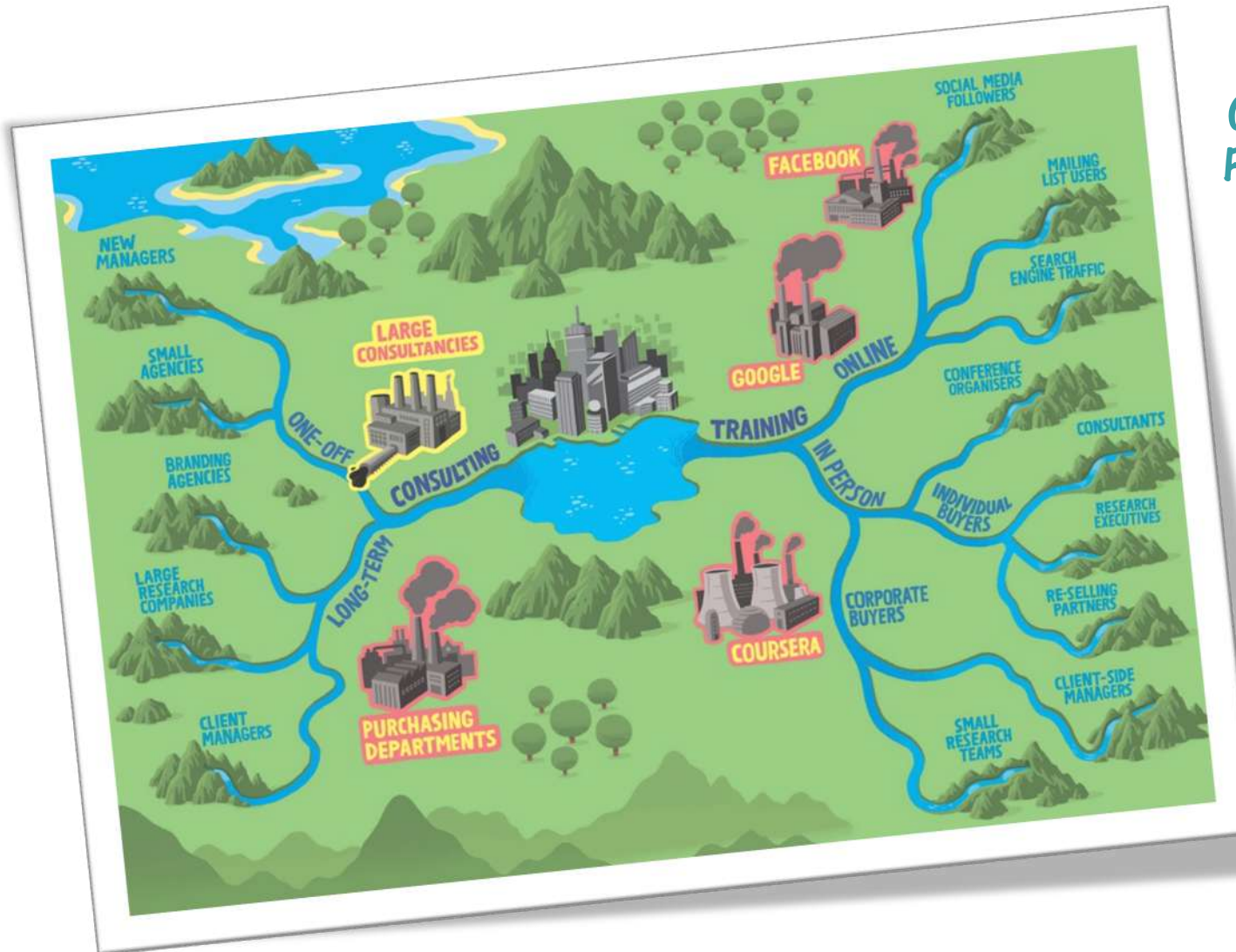
Bild von Wittern



So geht's

Schritt 1: Revenue Stream Map

Quellen sind Akteure,
Fabriken sind Risiken



So geht's

Schritt 2: Impact Cards

Verhaltensänderungen

WHO	OR STAFF
WILL DO	SET UP DEVICE AND PREPARE
DIFFERENTLY	TWO TIMES FASTER

WHO	SURGEON
WILL DO	SET PARAMETERS BY HIMSELF
INSTEAD OF	ASKING THE UNSTERILE NURSE

create products that matter.
make a difference.
together.

www.productlounge.net

