Open Product Management Workflow™

A market-driven step by step workflow with clear responsibilities and tasks for developing and managing innovative products.

STRATEGY, INNOVATION, BUSINESS						TECHNICAL			GO-TO-MARKET		
		Win/Loss Analysis		Market Strategy						Product Launch Plan	Sales to Buying Process
		Competence Analysis	i I	Portfolio Strategy	I		User Persona			Marketing Plan	Support Sales for Forecast
Ī	Identify Problems	Competitive Analysis	Product Profitability	Distribution Strategy	I		Use Scenario	Prototype		Marketing Efficiency	Website Content
Interview Market	Identify Persona	SWOT Analysis	Innovation	Price Strategy	Business Plan	Technical Product Team	Requirements Rating	Review Meetings	Go-To-Market Team	Customer Maintenance	Sales Collateral
,	Identify Scenario	Market Potential	Buy, Build, Partner	Positioning			Work Package Definition	Approval		Reference Customers	Sales Presentation
		Buyer Persona Analysis		Communication Strategy	I		Time and Costs			Opinion Leader	Sales Channel Training
		Technology Analysis	· I	Product Roadmaps	I					Demos, Trial Versions	Event Support
INTERVIEW	▶ IDENTIFY	→ ANALYZE →	CHECK	STRATEGY →	CONSOLIDATE	▶ BUILD TEAM	▶ DELIVERY	► CONTROL	▶ BUILD TEAM	► PLAN ►	• PREPARE

