The Engines that Make the Product Wheel Go ‘Round

Mark Taylor
Lean-Agile Partners, Inc.

© 2015 Lean-Agile Partners Inc.
Mark’s Background

- 25 years as an individual contributor to business executive in software and hardware systems companies
- Four successful startups and three F500 companies
- 8 years as an agile team and enterprise coach
- Member of Granite State Angels and North Country Angels Angels
Driver to Engines Ratio
Team Alignment
In the Straightaway
Team Alignment – In the Turns
$5 Part Malfunction
Unrecoverables

- Time
- Revenue
- Marketshare
Uncertainty on the rise

- We need to operate despite uncertainty
- But some go into paralysis…

Boston, MA during “Big Dig” construction

Photo credit: www.thisisbroken.com
Product Lifecycle & Business Development Perpetual Engine

- Do the right thing team
- Continuous & Synchronous Communication
- Do the thing right team
- The Thing
- Customer
  - Maturity
  - Enhancement
  - Growth
  - Decline
  - Concept
  - Approval
  - Develop
  - Launch
- Market
- Competition
- Political
- Economic
- Social
- Technology
- Environmental
- Legal
Four Elements of Product Value Delivery

Value

Users
Choose
Approvers

Voice
of the
Customer

Market

Competition
Political
Economic
Social
Technology
Environmental
Legal

Product/Portfolio Lifecycle

Concept
Approval
Development
Launch
Growth
Enhancement
Maturity
Decline
Termination

Market

Conditions

10
Voice of the Customer

- User – Features & User interface
  - Hands-on
  - IT support
- Chooser – Fit with other apps
  - DRI for apps down & up stream
  - IT support
- Approver – Better, Faster, Cheaper
  - Check signer
Four Elements of Product Value Delivery

- **Product/Portfolio Lifecycle**
  - Concept
  - Approval
  - Development
  - Launch
  - Growth
  - Enhancement
  - Maturity
  - Decline
  - Termination
- **Voice of the Customer**
- **Voice of the Company**
- **Market Conditions**
  - Market
  - Competition
  - Political
  - Economic
  - Social
  - Technology
  - Environmental
  - Legal
- **Value**
- **Users**
  - Choosers
  - Approvers
- **4D’s**
  - Market
  - Political
  - Economic
  - Social
  - Technology
  - Environmental
  - Legal

Lean-Agile Partners
Exercise
Voice of the Company

- **Definers – Do the Right Thing Team**
  - Product Management, Business Analyst …
  - Tech Lead

- **Deliverers – Do the Thing Right Team**
  - Development, Test, Regulatory Affairs . . .
  - Manufacturing, Supply Chain Management
  - Outbound Marketing . . .

- **Deal Makers – Present the Thing to the Right Audience**
  - Sales
  - Business Development

- **The Deal – Get the Value You Want from the Thing**
  - Selected Customers
Product – Roadmap Alignment

1 degree off alignment at 5 miles a day puts the product a mile off course w/in 2 weeks
1 degree off alignment at 5 miles a day puts the product a mile off course within 2 weeks.
Industrial – Digital Evolution

Internet Of Everything

Computers & Storage

Durable Goods

Planes, Trains & Cars

Sensors

Synapse

Robots

The Cloud

Industrial Controls

Medical Devices

Your Next Innovation

Lean-Agile Partners
In 2015 **Uber**, the world’s largest taxi company owns no vehicles. **Facebook**, the world’s most popular media owner, creates no content. **Alibaba**, the most valuable retailer, has no inventory. And **Airbnb**, the world’s largest accommodation provider, owns no real estate.
“It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change.”

- Charles Darwin
References

References


Medical device recalls obtained by searching the FDA recalls database at http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfRES/res.cfm

Van Schooenderwoert, Nancy, 100-to-1 Ratio for Agile Defect Prevention Over Traditional Methods, available on http://leanagilepartners.com/publications.html


ISO 14971:2007 (2nd ed) Medical devices - Application of risk management to medical devices

Resources

• For assistance in regulatory submission documentation: Shoebar Associates (http://www.shoebarassoc.com/)

• For Agile coaching for safety-critical product development: Lean-Agile Partners (http://leanagilepartners.com/)

• For more info on QSM data comparisons, contact Michael Mah: michael.mah@qsma.com

• Tool mentioned that supports both Impact Mapping and Story Mapping: see TechTalk’s SpecLog at http://www.speclog.net/
Visualization of lean flow

https://www.youtube.com/watch?v=mWh0cSsNmGY

Courtesy of Arrie van Niekerk