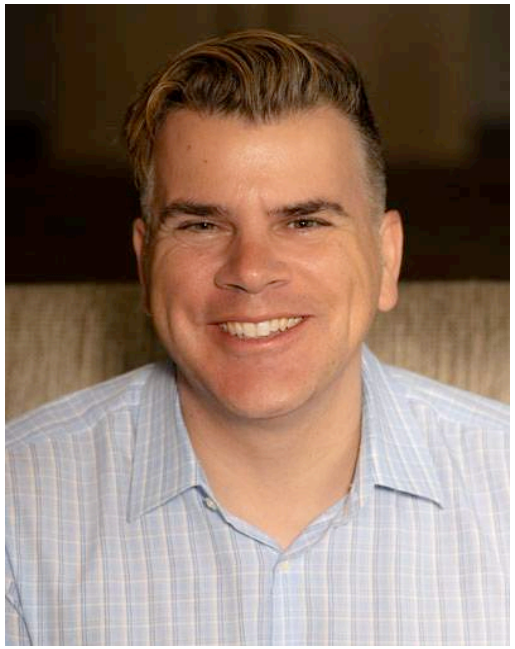
Product Playbook:
Why You Need One

APPLIED FRAMEWORKS

Welcome



Carlton Nettleton

- Chief Product Officer
- Over 15 years of experience with Scrum & Agile
- Based on Lisbon, Portugal

@carlton858

APPLIED FRAMEWORKS

Our Agenda

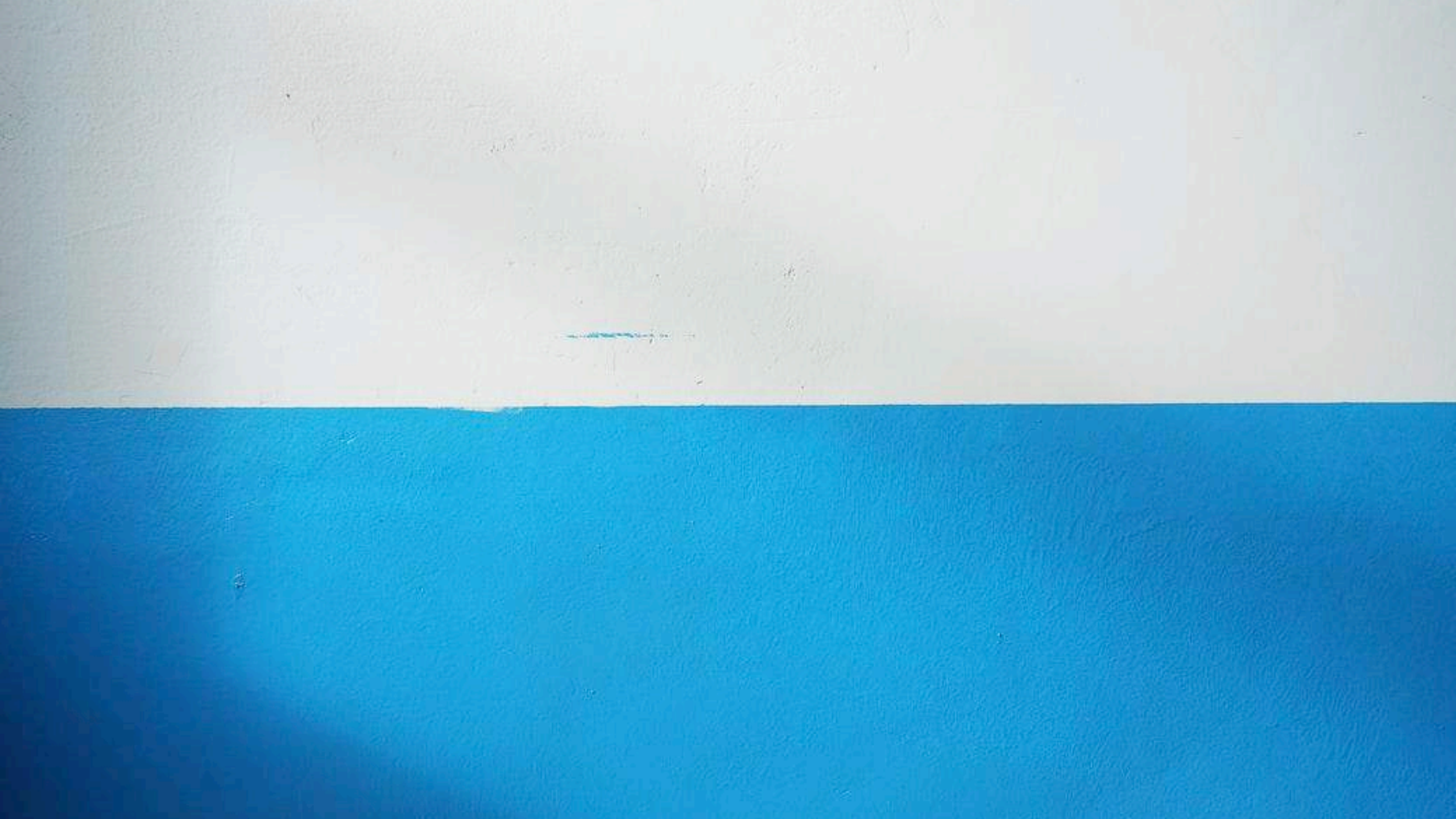
1) What is the business challenge?

2) What is product playbook? Why do I care?

3) How do I make my own playbook?

APPLIED FRAMEWORKS

The Client



HONDA
ACKAGIN
ZAITSEV
22
KAPANEN
18
BROWN
12
KUZNETSOV
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65
52
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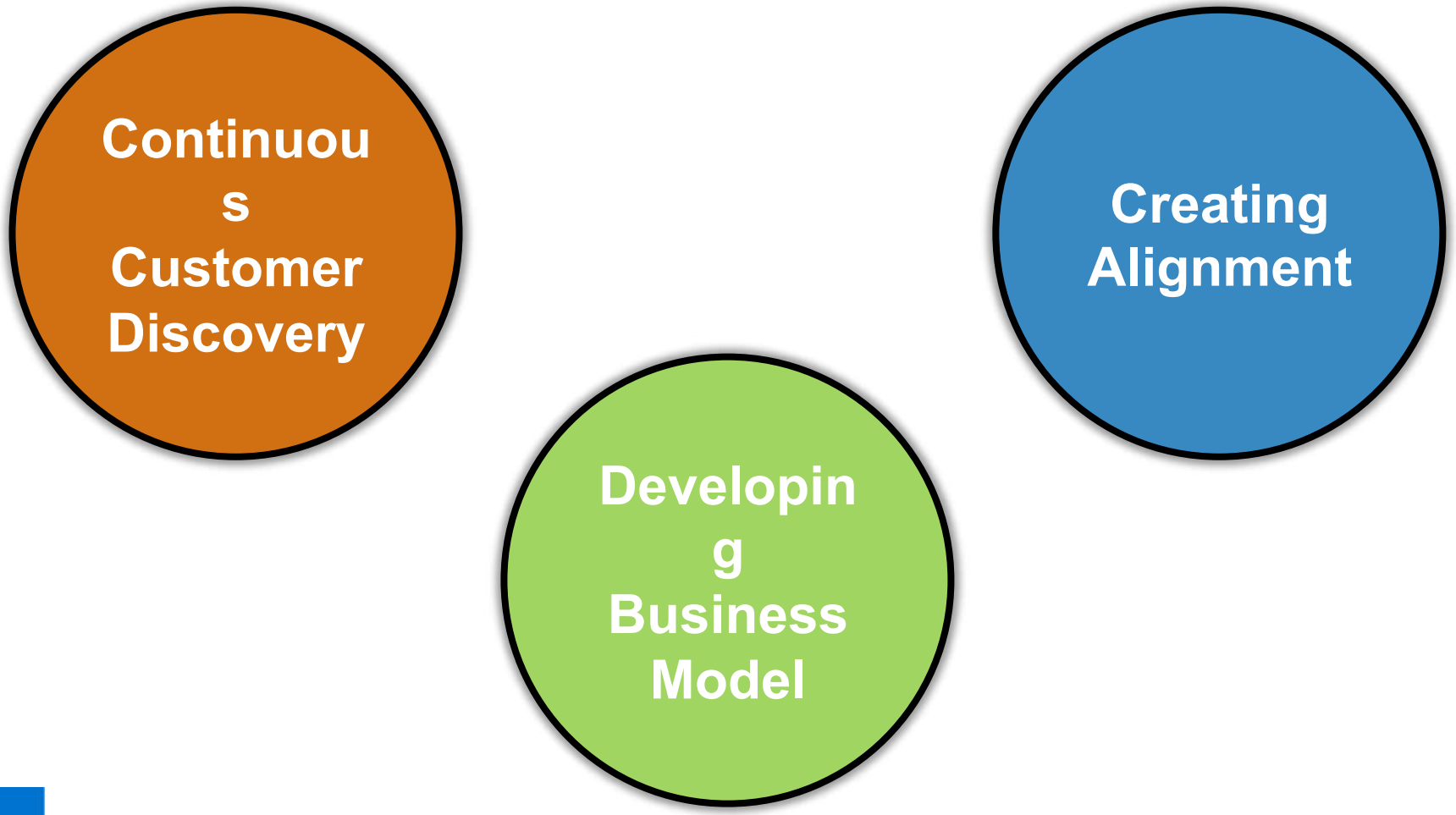
31
BAUER

Product Management = Three Roles in One



APPLIED FRAMEWORKS

Client Asks for Help

1) Reactive thinking by product leaders & execs.
2) Uninspired products that deliver “more of the same.”
3) Lack of alignment among key stakeholder groups.
4) Broader strategic goals important to stakeholders are unmet.
5) Weak business model open to disruption by natural events or a new competitor.

20. June. 20..

Design Team Meeting

When Vidal visited
When DTM presented Etiquette tips AND

Gisela also was Product owner.

Jaime ~~Javier~~ Jasso

animation artist @ US – but from GDL

STAR WARS fan!

How people can win with software!

ask her about it

CURIOSITY is going to take you to many many places!

starting to network worldwide changed him & taught him.

SHOW YOUR Passion through CURIOSITY

Artstation | jaime jasso

creating environments

and practice, practice — practice —

it will SHOW

Focus on learning & be dedicated

There's a natural path you can follow to get where you want.

"I will create THE project there"

with pixels &

why you

PR
EA
CH
LOS ANGELES

Product Playbook

- Collection of documents which describe your product or service.
- Snapshot in time of what you know.
- Living set of documents that evolve over time.
- Created collaboratively with customers, users and stakeholders.
- Points to the direction of your next hypothesis… and experiment.

APPLIED FRAMEWORKS

The Complete Playbook

Spec Sheets

Backlog

or Story Map

Budget

Competitor Profiles

Product Metrics

Customer Journey Map

Product Specification Document

Vision

Sales & Channel Partners

Operations

Personas

Core Customer

Supply Chain & Key Resources

Roadmap

Product Positioning

Product Launch Checklist

Pricing, Licensing, Enforcement & Promotions

Regulatory & Legal

Market Segmentation

Support & Customer Service

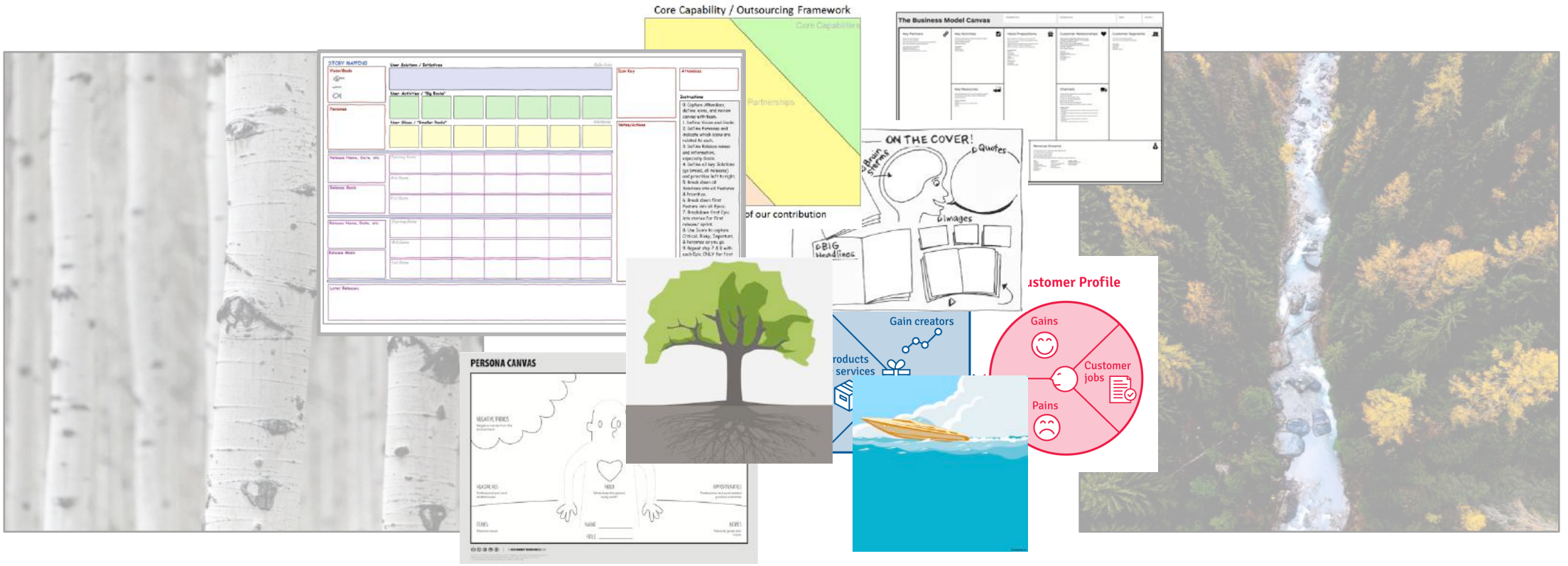
Product Requirements Document

Product Discontinuation Plan

Business Case

APPLIED FRAMEWORKS

Frameworks!



tactics

strategy

Connect Tactics & Strategy

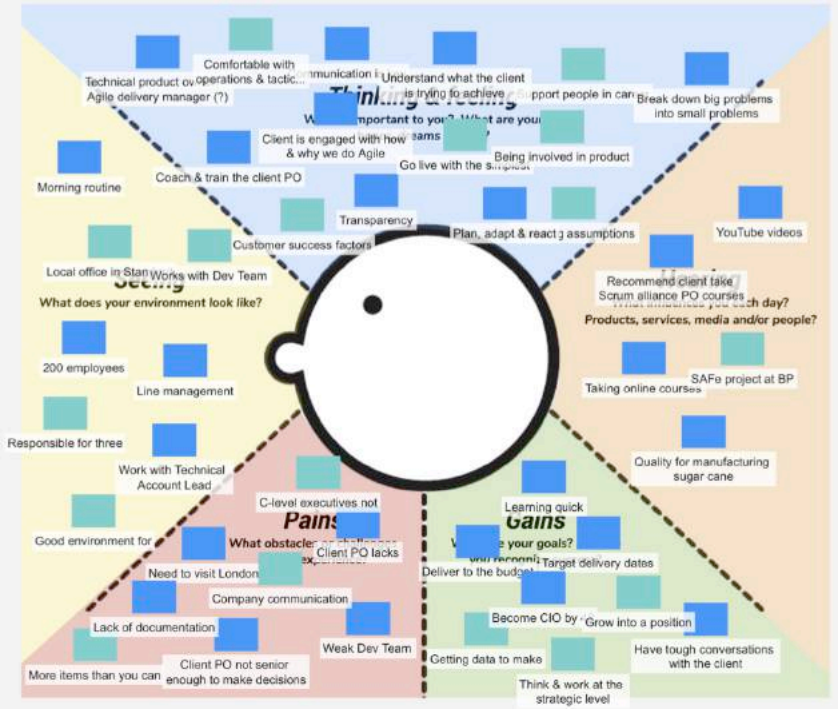
APPLIED FRAMEWORKS

Online Academy Playbook 2020

- ✓ **Personas**
- ✓ **Customer Journey Map**
- ✓ **Product Metrics**
- ✓ **Competitive Analysis** ***(new)***
- ❑ *Competitor Profiles*
- ❑ *Market Map*
- ❑ *Customer Outcomes*
- ✓ **Spec Sheets**
- ❑ *Product Positioning*
- ✓ **Roadmap**

APPLIED FRAMEWORKS

Personas



Empathy Map

Karyn Nicholas

Senior ScrumMaster @ Workwire

Karyn Nicholas is a senior ScrumMaster at Workwire in Salt Lake City, Utah. She has three years of experience as a ScrumMaster and is currently working with three Agile teams. Karyn is recognized as being a successful leader at Workwire due to her strong administrative skills, pragmatism and passion for Scrum and Agile.

Prior to becoming a ScrumMaster, Karyn was feeling burned out as a project manager, "there was no joy in the work", and was thinking of quitting the industry. Working as a ScrumMaster at Workwire allows Karyn to match her proven ability to solve hard problems with her desire to help, mentor and grow people "into their authentic selves." Karyn is an enthusiastic learner with many certifications: Certified ScrumMaster, Certified Scrum Product Owner, Lean Six Sigma Green Belt, IC-Agile Team Facilitation and Certified LeSS Practitioner.

Workwire has seen massive growth in the last three years. This has led to inconsistent processes, decrease in quality and unclear roles and responsibilities. The "bright line" that had always separated tech from the business only became more pronounced as the number of teams doubled in the last six months. Team members are frustrated and regularly tell Karyn, "I can't do the job I was hired for." Karyn can empathize with them since in the last year she has felt a lack of support for her role in the organization.

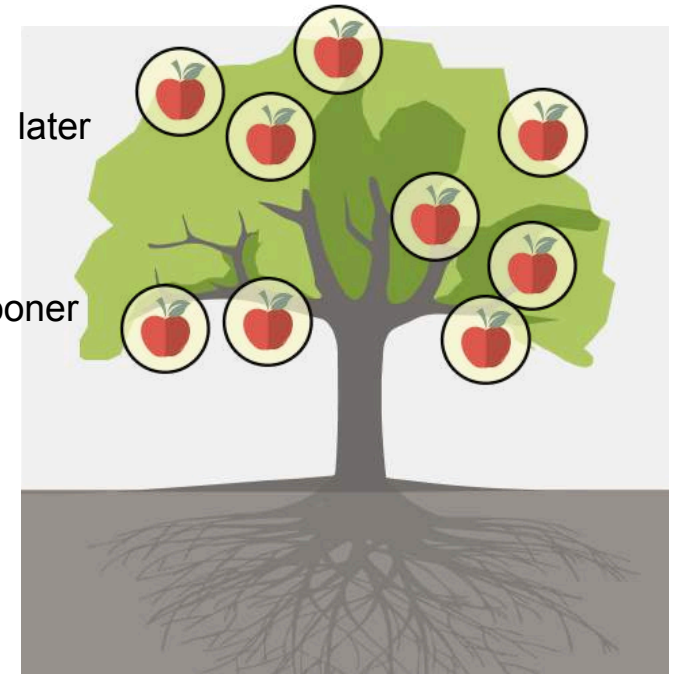
APPLIED FRAMEWORKS

Spec Sheet

Customer Profile

APPLIED FRAMEWORKS

Roadmap



Prune the Product Tree

An original Innovation Game®

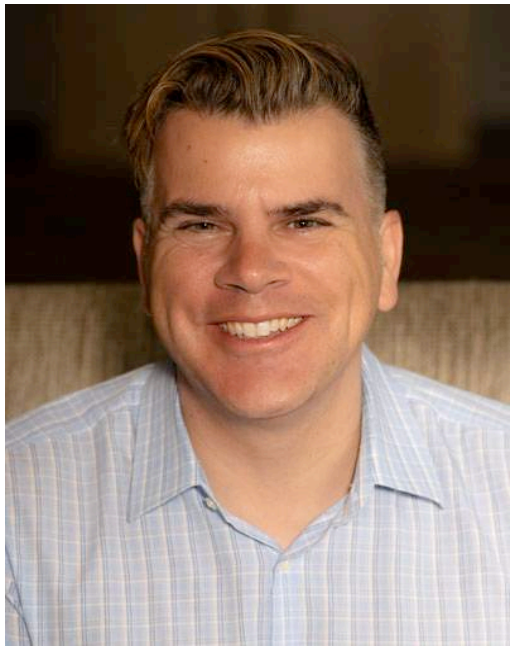
	Now	Next	Later
Consulting		Next playbook?	Spec sheets
Classroom Training	Startup marketing er Common CSM + CSPO courses	Optimize marketing engine SAFe strategy om training New market e CSM + CSPO spec sheets	Kit of ma Scrum@Scale strategy Intro to Agile New market playbook Training from the Back of the Room strategy
Online Education	Complete Denver	Launch Denver Weave replacement	Investigate Fra Mini packs
Discovery	Learner Personas Customer outcomes Customer journey map Market Learner pe Buyer personas	Buyer Pe Draft product metr t Map Customer journey Positioning Draft produc Pers Customer ol Finalize Core Customer	Compe Finalize product Competit ning Com Finalize product metrics Customer outcomes
Market Rhythms		Scrum Gathering NYC	Agile 2020 Scrum Gathering Lisboa

APPLIED FRAMEWORKS

What more do you want to know?

APPLIED FRAMEWORKS

Thank you!



Carlton Nettleton

cnettleton@appliedframeworks.com

Blog Recommendation

https://appliedframeworks.com/product-playbook-why-you-need-one/

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About Applied Frameworks

We teach and coach talented people and organizations to realize their potential to create great software products and services through proven experience guiding acceleration of Agile adoption.

Agile Acceleration

Assessments & Enterprise Retrospectives
Launching
Scaling Business Agility
Consulting / Support
Visible Architecture / Microservices Architecture

Business Model Frameworks
Roadmapping
Customer Collaboration
Interim Product Management

Agile Product Management

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About Applied Frameworks

Agile Portfolio Management

Practices & Roles
Agile Planning & Budgeting
Portfolio Prioritization
Innovation Management

Agile Leadership
Scrum Alliance Courses include: CSM & CSPO Courses
A-CSM and A-CSPO Online On-Demand with Instructor-led Mentoring / Coaching
SAFe® Curriculum
Scrum@Scale® Training
Custom Courses & Workshops

Online & Instructor-led Education

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