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Product Management Minute

How Can I Leverage the Solution Lifecycle?

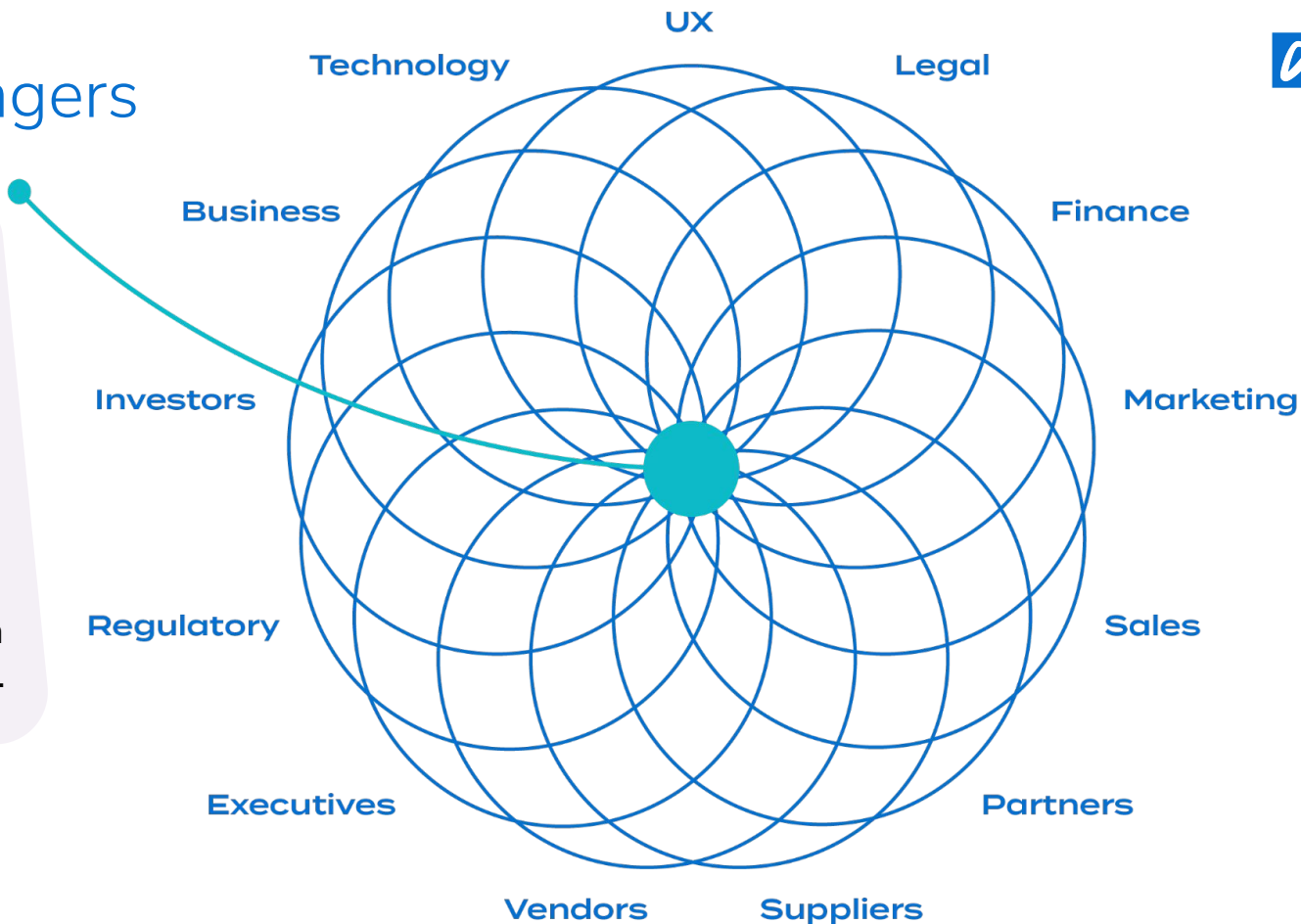
Laura Caldie, Carlton
Nettleton, Jason Tanner
Sept 1, 2023

Product Managers



PMs operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.



What is the Profitable Software Academy (PSA)?



Designed for software PMs, the PSA is a multi-week program delivered through a combination of **self-paced learning modules**, **asynchronous instructor coaching** and **live, instructor-led peer groups** that provides the skills needed for PMs over the course of their career.

PSA provides organizational benefits by:

- Upskilling / addressing knowledge gaps
- Aligning on a common lexicon
- Improving ability to deliver profitable software-enabled solutions



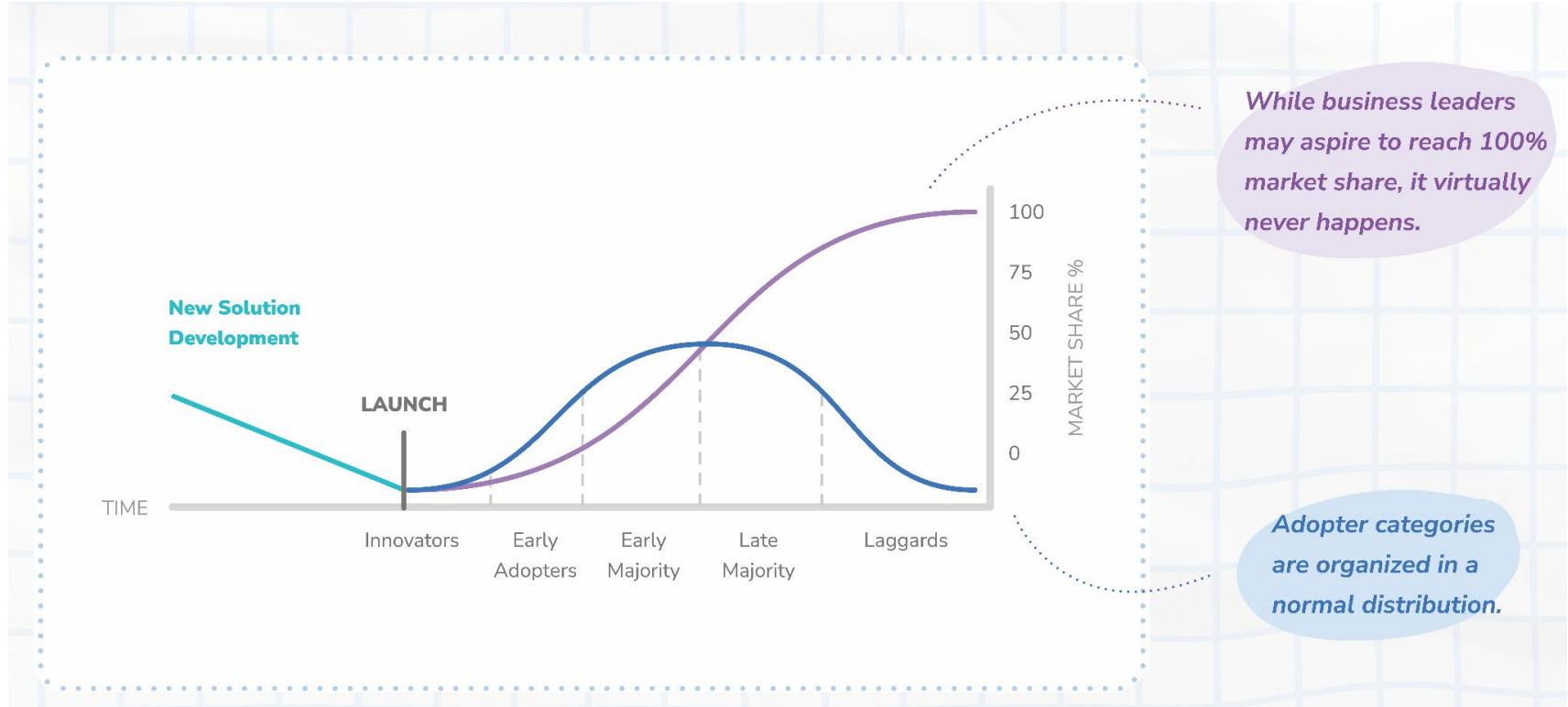


Let's get started, ready? **Go!**



Solution Lifecycle

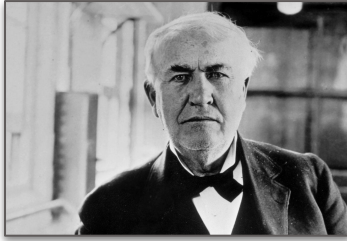
Solution Lifecycle Review



Who Are These People?



Innovators



Early Adopters



Early Majority



Late Majority



Laggards





Four Tips to Leverage This Information

1. Know where you are in the Solution Lifecycle.
2. Position & package your solution in a way that most appeals to the targeted category of adopters.
3. Time major releases of your solution to coincide with the transition points in the Solution Lifecycle.
4. Beware of the Chasm (and the power of Intangible Benefits).




Next Product Management Minute: Aligning to Vision

September 15, 2023 @ 12:30 Central

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Resources: <https://appliedframeworks.com/blog/>






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PROFITABLE SOFTWARE WEBINARS ART OF AGILE **PRODUCT MANAGEMENT MINUTE** SUSTAINABLE SAFE SPC JOURNEY




PRODUCT MANAGEMENT

The Power of a Vision for Building a Profitable Software Solution
Friday September 16, 2022 @ 1:30 PM ET
 Laura Caldie
 Jason Tanner
 Carlton Hamilton

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The Power of a Vision for Building a Profitable Software Solution
Product Management is a team sport and the complexity of the team and interactions required to shepherd a sustainably...




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How Can I Leverage the Solution Lifecycle?
Friday September 1, 2023 @ 1:30 PM ET
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Product Managers guiding the creation of software-enabled solutions need to be aware of the Solution Lifecycle, a model...




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Challenges and Tips for Quantifying Value for Software Enabled Solutions
Product Managers tell us that quantifying value for Software Enabled Solutions can be really tricky. However, understanding...

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That's it for now,
Thank you!



Interested in
the Profitable
Software
Academy?

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Thank you for attending!



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