Applied Frameworks

Product Management Minute

How Can I Leverage the Solution Lifecycle?

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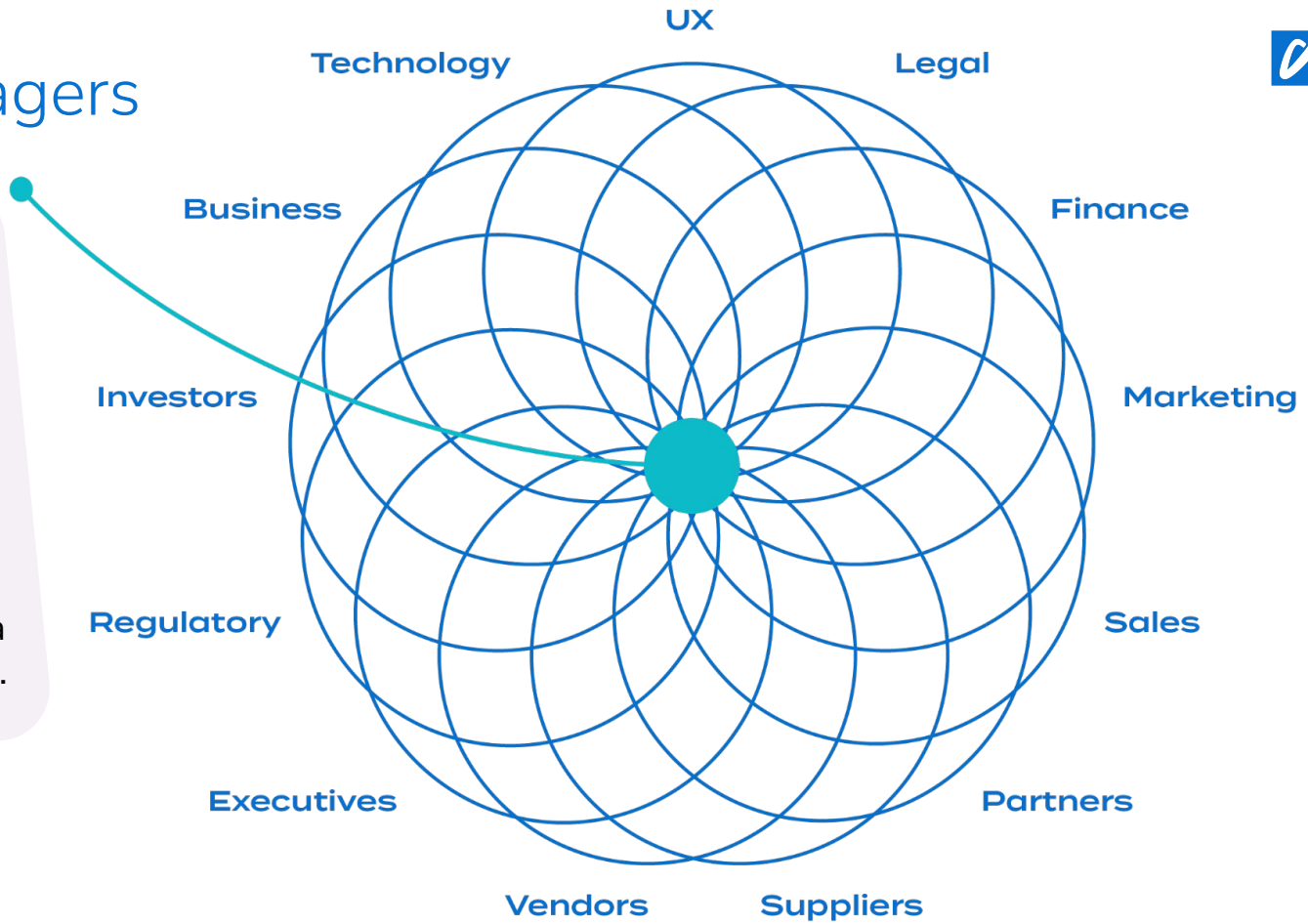
Sept 1, 2023

Product Managers

PMs operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.

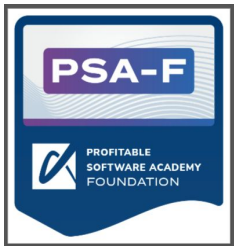


What is the Profitable Software Academy (PSA)?

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:

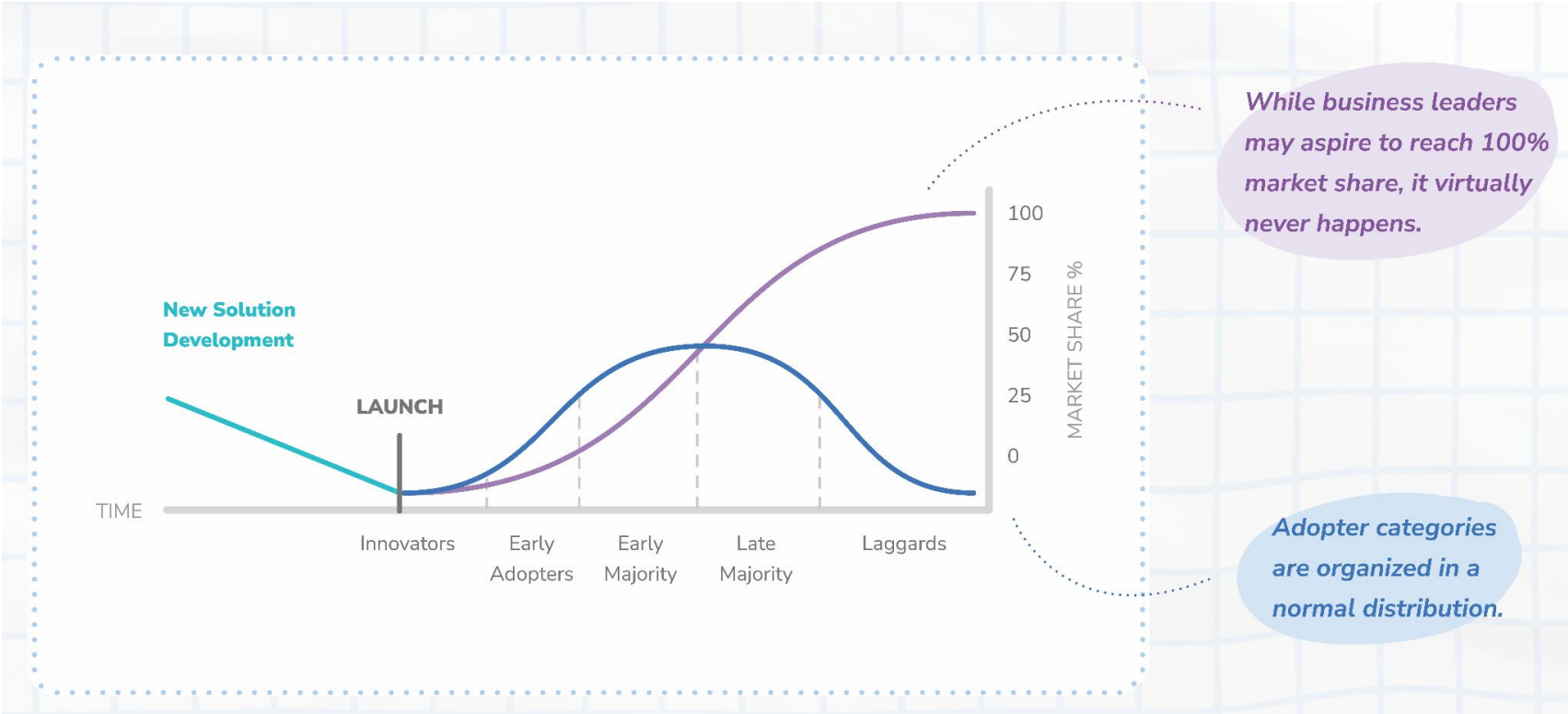
- Upskilling / addressing knowledge gaps
- Aligning on a common lexicon
- Improving ability to deliver profitable software-enabled solutions



Let’s get started, ready? **Go!**

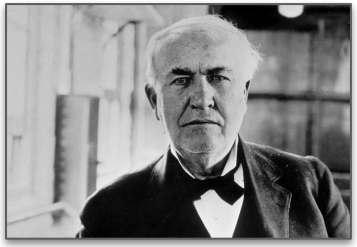
Solution Lifecycle

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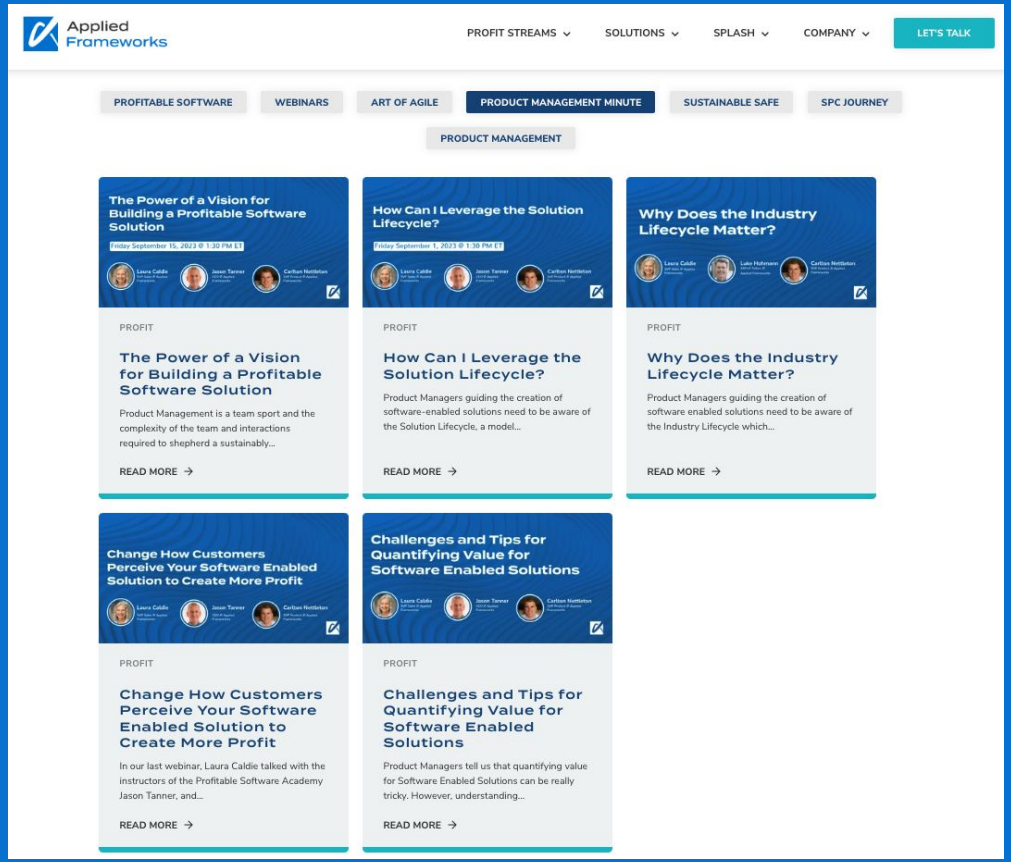
Resources: https://appliedframeworks.com/blog/



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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