



Applied  
Frameworks

# Product Management Minute

## The Power of Vision in Building a Profitable Solution

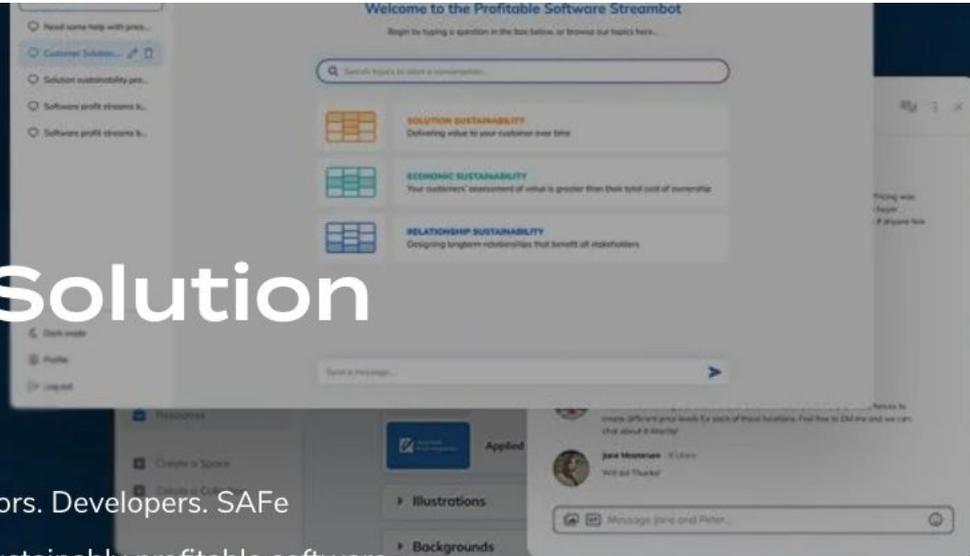
Laura Caldie, Jason Tanner  
Sept 15, 2023



# About Applied Frameworks

**It's the Whole Solution  
that Matters.**

Applied Frameworks. Innovators. Designers. Authors. Developers. SAFe  
Framework Contributors. Collaborators building sustainably profitable software-  
enabled solutions.

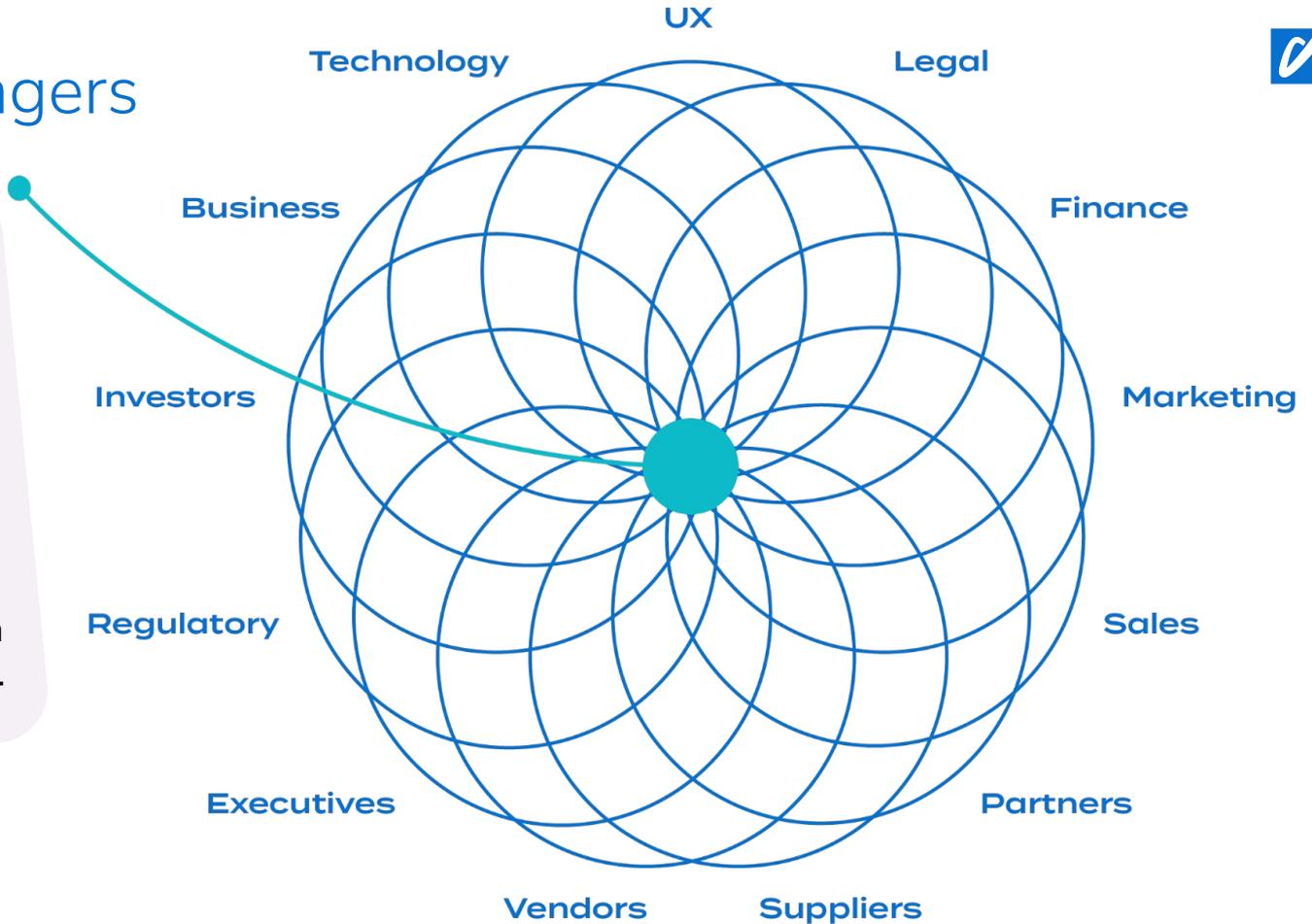


# Product Managers



**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!**



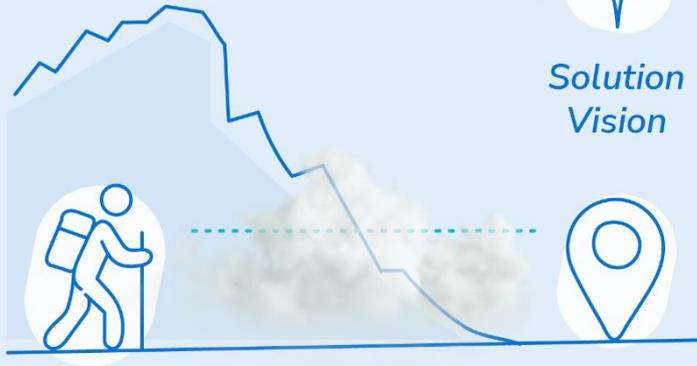
# The Power of Vision



North Star



Solution  
Vision



*We can navigate the fog of uncertainty using tools that guide us via an agreed-upon, external standard.*



*We can rise above the fog and use our vantage point to develop a different and less shrouded path to the destination.*

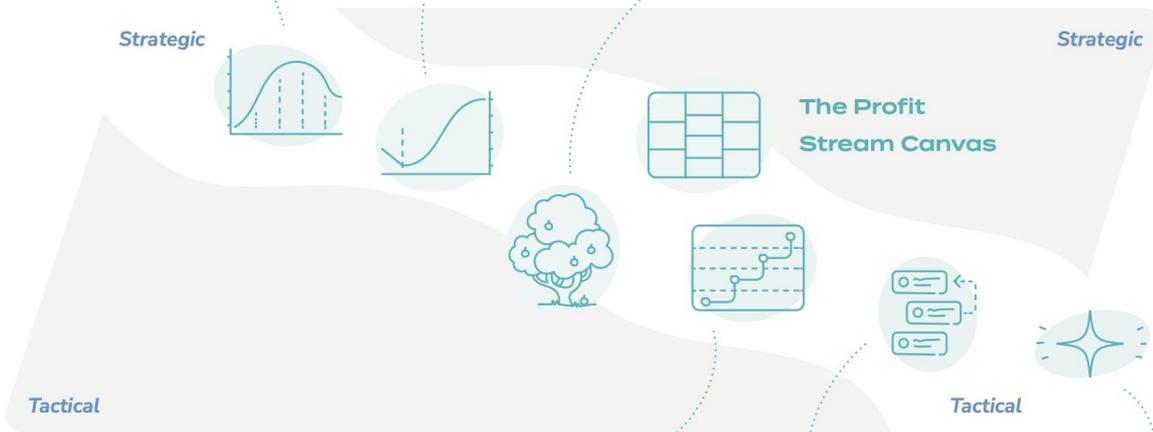
# SEVEN TOOLS TO NAVIGATE THE FOG OF UNCERTAINTY



The **Industry Lifecycle** captures the broad structure of all solutions serving a given market.

The **Solution Lifecycle** captures the development, launch, and ongoing success of your solution.

**Prune the Product Tree** captures the evolution of solution features over time, emphasizing organic growth.



The **Solution Roadmap** captures planned commitments, milestones, and releases, typically for 1-3 years.

The **Solution Backlog** is a prioritized list of near-term work items, where near-term ranges from 1 week to 3 months.

The **North Star Solution Vision** informs cohesive usage of the other tools.

Visit [www.profit-streams.com/navigating-uncertainty](http://www.profit-streams.com/navigating-uncertainty) for additional tools.



# A Vision

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- Summarizes the solution's value proposition
- Helps differentiate the solution
- Helps attract and retain customers
- Provides context to product developers



# Vision Frameworks

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- Vision videos
- Graphic novels or storyboards
- Product boxes
- Press releases



## Tips to Leverage This Information

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1. Get the Book! If you would like an excerpt emailed to you, reach out to me at [laura@appliedframeworks.com](mailto:laura@appliedframeworks.com) and I will reply with a terrific 80+ page PDF
2. Don't assume there is alignment. Alignment is a point in time - it is not a permanent state.
3. Have fun with Vision! We have sooo many ideas on our website.



PROFIT STREAMS ▾SOLUTIONS ▾SPLASH ▾COMPANY ▾LET'S TALK

PROFITABLE SOFTWAREWEBINARSART OF AGILEPRODUCT MANAGEMENT MINUTESUSTAINABLE SAFESPC JOURNEY

PRODUCT MANAGEMENT

### The Power of a Vision for Building a Profitable Software Solution

Friday September 16, 2022 @ 1:30 PM ET



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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?

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#### How Can I Leverage the Solution Lifecycle?

Product Managers guiding the creation of software-enabled solutions need to be aware of the Solution Lifecycle, a model...

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### Why Does the Industry Lifecycle Matter?

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#### Why Does the Industry Lifecycle Matter?

Product Managers guiding the creation of software enabled solutions need to be aware of the Industry Lifecycle which...

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### Change How Customers Perceive Your Software Enabled Solution to Create More Profit

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#### Change How Customers Perceive Your Software Enabled Solution to Create More Profit

In our last webinar, Laura Caldie talked with the instructors of the Profitable Software Academy Jason Tanner, and...

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### Challenges and Tips for Quantifying Value for Software Enabled Solutions

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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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