Adopting a Product-led Approach

Maximize product impact to surpass customer
expectations and adapt to market demands

cprime

Prioritizing what matters is hard. Translating priorities into outcomes is even harder. Enter the **Product-led Approach**—a new way of working that empowers organizations to break free from traditional project-oriented thinking and embrace the dynamic world of product-focused strategy.

Think of your organization as a hub of valuable products that drive long-term growth. You need to balance the importance of technical health and constraints with innovative strategies that move your business forward. By bringing these together, you're not just responding to current demands. You're architecting a future where your products lead the way.
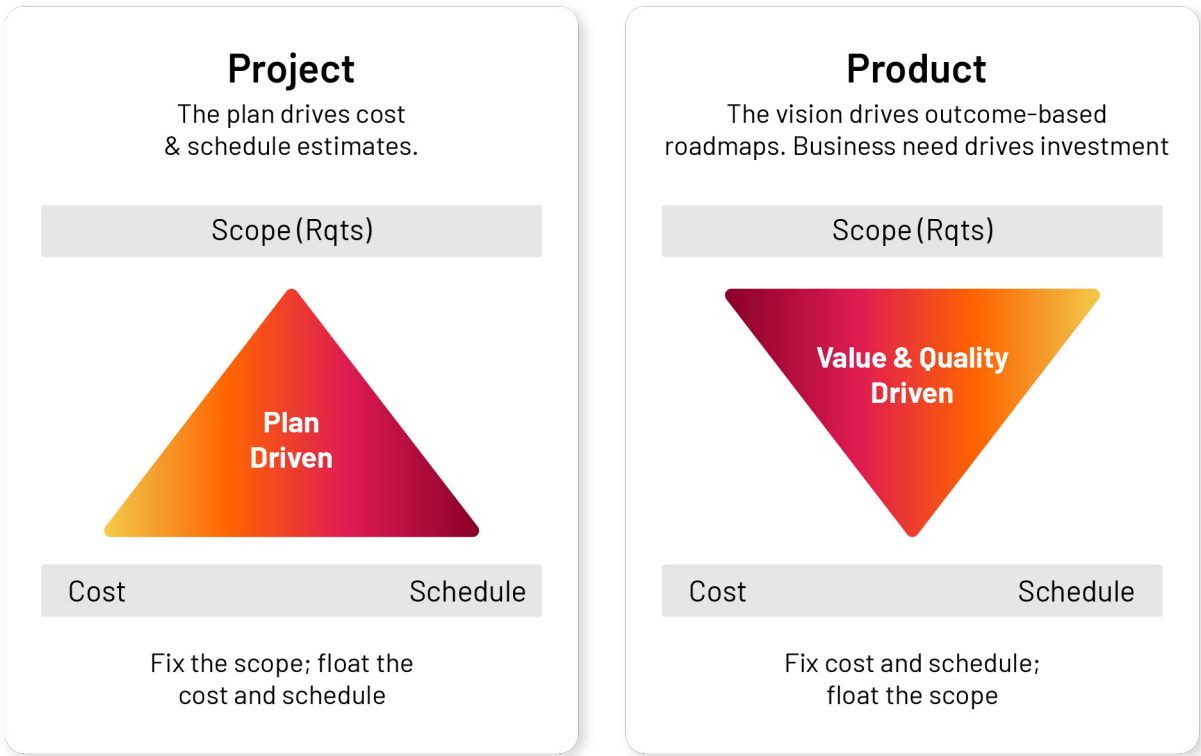
A Product-led Approach is all about adopting a new way of thinking about how you deliver value to your customers, recognizing the differences between *Projects* and *Products*, and adapting to best support that. It brings together all aspects of Agility (product, technology, process, and tools) into a unified whole, eliminating fragmented effort and creating a culture of innovation, collaboration, and results.

What's the difference between a Project and a Product?

Projects are typically temporary endeavors with fixed scopes, timelines, and budgets. Success in a project-oriented approach is often measured by the ability to deliver within these constraints. However, they often involve handoffs between teams, which can lead to inefficiencies.

In contrast, *Products* are continuous and evolving. They prioritize delivering customer value over time constraints. Cross-functional teams work together seamlessly, enabling faster adaptation to changing market demands. Success is measured by the impact the product has on users and the business.

Project
The plan drives cost
& schedule estimates.

Scope (Rqts)

**Plan
Driven**

Cost   Schedule

Fix the scope; float the
cost and schedule

Product
The vision drives outcome-based
roadmaps. Business need drives investment

Scope (Rqts)

**Value & Quality
Driven**

Cost   Schedule

Fix cost and schedule;
float the scope

Why the Product-led Approach matters

This new way of thinking is the foundation of a Product-led approach. By aligning your organization's goals with outcomes rather than output, you'll ensure that every action and decision made within your company is focused on delivering value to your customers.

The result is the ability to turn on a dime, avoid missteps, and seize opportunities faster than competitors. Your organization will be nimble, resilient, and built to thrive.

Benefits of a Product-led Approach

Consider the clear benefits of adopting a Product-led Approach:

Adapting to Change

Markets and user needs evolve at a breakneck pace. Sticking to rigid project-based approaches can result in missed opportunities and wasted resources.

A Product-led Approach allows your organization to pivot based on real-world feedback, avoiding costly missteps.

Focusing on Customer Value

A Product-led Approach prioritizes customer value. Launching minimum viable products early lets you test assumptions and gather user feedback.

This iterative process reduces the risk of wasted effort by building what customers truly want.

Continuous Learning and Improvement

With this approach, every idea is treated as a hypothesis until validated, fostering ongoing experimentation and learning.
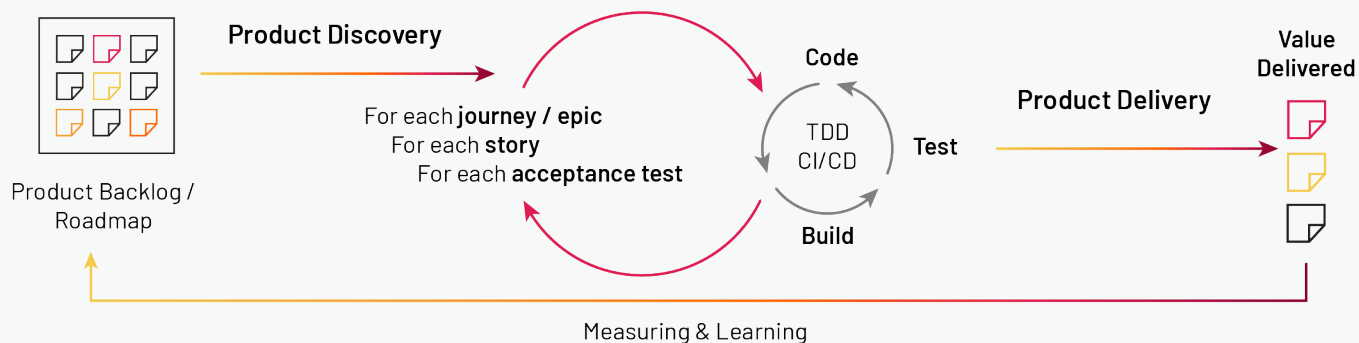
Rapidly testing assumptions through real-world feedback ensures objective decisions, saving both time and resources while continually improving the product quality.

Measuring Success by Impact

Success is no longer just on-time, on-budget delivery. It's about measuring outcomes, like conversion rates, customer retention, and user satisfaction.

Evaluate your success based on achieving business and user goals, not just the completion of tasks to ensure your efforts are aligned with creating genuine value.

Product Backlog / Roadmap

Product Discovery

For each **journey / epic**
For each **story**
For each **acceptance test**

Code

TDD CI/CD

Test

Build

Product Delivery

Value Delivered

Measuring & Learning

Cprime can help

We have been a pioneer of the Product-led Approach since 2005, long before it gained popularity as a concept. We believe it's not just methodology. It's a commitment to crafting experiences that resonate, products that captivate, and strategies that win loyalty.

Our seasoned professionals with extensive, practical experience and deep knowledge can help you:
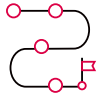
Chart Your Product's Course

Navigating the path to successful product evolution and development can be complex. Cprime's expert guidance and proven strategies will help you chart your product's course, ensuring that you're on the right track from idea to execution.

Bring Ideas to Action Faster

With Cprime's solutions, you can accelerate the transformation of your innovative ideas into actionable features. Our product-first approach puts the customer at the center of everything you do, allowing you to accelerate time to market with the product features your customers want.

Build the Right Thing, the Right Way

Avoid the pitfalls of building the wrong features. We'll help you prioritize and focus on the most impactful elements of your product. By building the right things in the right way, you'll maximize value and minimize waste.

Weave Continuous Learning into your DNA

Embracing a Product-led Approach is not just a strategy; it's a culture. Cprime will help you instill a product focus into your organization's DNA, creating a sustainable, customer-focused mindset that drives long-term success.

◢ Alegeus

Case Study

Agile DevOps Transformation at Alegeus

When this leading benefits administration management organization recognized the need for an Agile/ DevOps transformation at scale, and the move from project- to a product-focused planning and execution, they committed fully to big action and an aggressive timetable.

Leaning on Cprime's expertise, the program came together quickly with impressive results: significantly greater efficiency in both production and bug resolution, better resource allocation, and a fully reorganized portfolio based around a new product-based way of working.

Read the full case study

Why work with us?

It's simple—while others have strong experience and focus on isolated aspects of Agility, Cprime is the only global strategic consulting firm that blends Agile, product, and technology solutions to achieve holistic Agility, regardless of industry. It comes down to experience and expertise:

A roster of 35+ skilled product and technical coaches with decades of experience as leaders in organizations undergoing transformations

Our experience isn't theoretical. We have real-world success stories that illustrate our ability to help organizations of various sizes move from traditional frameworks to a product first approach

Strong partnerships with a variety of certification organizations and tooling partners such as Scaled Agile, ICAgile, Atlassian, Apptio, and Miro

Shift to a Product-led Approach and chart your product course today.

Visit: **cprime.com/product-agility**

Or call: **877.800.5221 | +44 (0) 203 811 0424**

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cprime.com | learn@cprime.com