

# Product Management Organizational set-up

Give a home to product management



## What is it?

- When product management is placed on the organization chart, there is often a feeling of unclarity concerning the mission of the group and the interfaces with other functions
- Starting from looking at your current situation, your history and your needs on going forward, we provide guidance into shaping a clear PM organization

## What results can I expect from the PM Organizational set-up?

- We help you sort out where Product management will fit best in your organization
- We help you formulate a mission statement for the PM organization, identify the overall business processes of product management, clarify the role(s), mandate and interactions and rules of cooperation with other functions
- We recommend KPIs for Product Management and provide guidance for staffing the function
- Overall organization effectiveness and efficiency increase as organizational clarity improves

## Delivery and required efforts

- Interview(s) with head of product management to understand situation and needs
- Interview with key stakeholders to get a more nuanced picture of the situation
- A series of guided conversations with the client, resulting in a report with clear proposal for organizational set-up, including recommendation for implementation