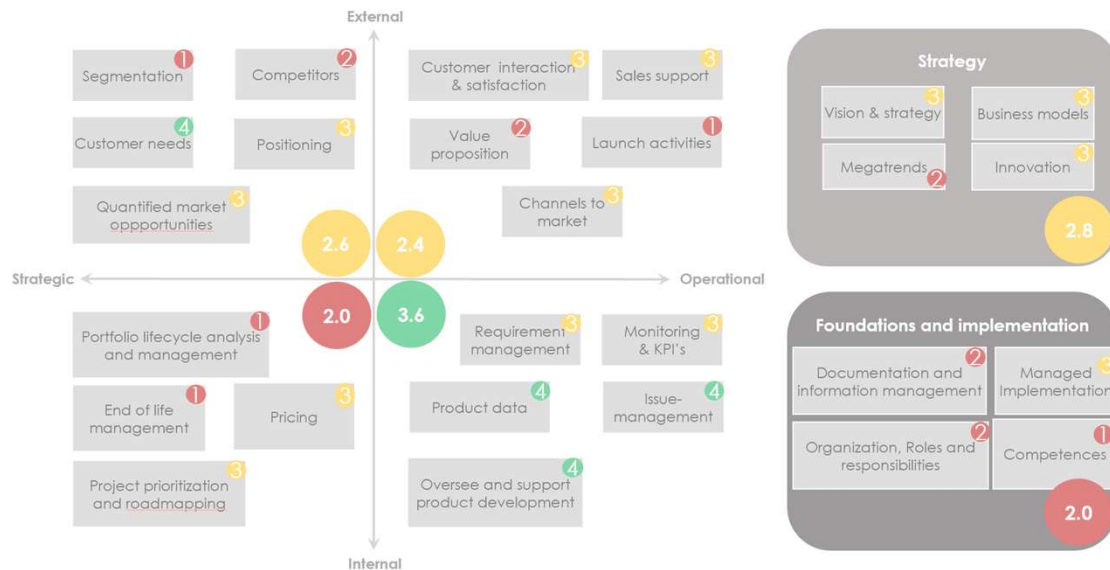


Product Management Organizational Assessment

Create a common platform for improvement



What is it?

- o A tool to assess the maturity and performance of Product Management organizations.
- o Based on NextGen Value holistic Product Management model that covers all aspects of a market-driven product management that focuses on growth and profitability.

What results can I expect from the gap analysis?

- o A common view of the current situation, where PM is performing well and where are the main opportunities for improvement
- o A better understanding of what Product Management is and how it contributes to business results
- o A strong platform to define and prioritize improvement activities for the Product Management organization

Delivery and required efforts

- o Interview with head of product management to set the frame
- o Self-assessments filled in and submitted by the members of the team
- o Self-assessments combined into a group assessment
- o Facilitated half-day workshop to set the maturity grades and to decide on the top improvement priorities
- o Report of final maturity results with recommendations