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Uncomplicating Product Strategy: A Practical Approach

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Why most companies lack Product Strategy

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Execution disconnected from vision causing lack of impact and wasted resources

Existing Solution / Behavior

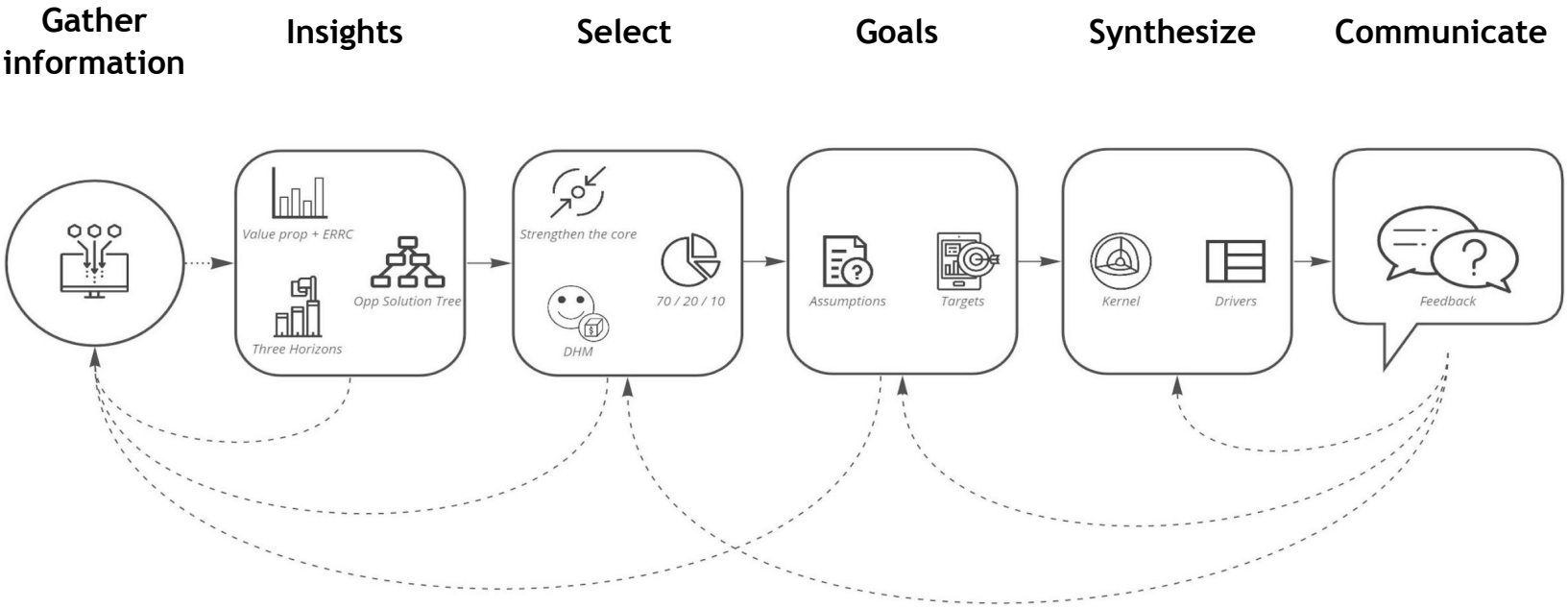
Pushing Forces

Blocking Forces

New Solution / Behavior

Lack of method, accountability, feedback loops. Focus on tactical work.

Product Strategy in practice



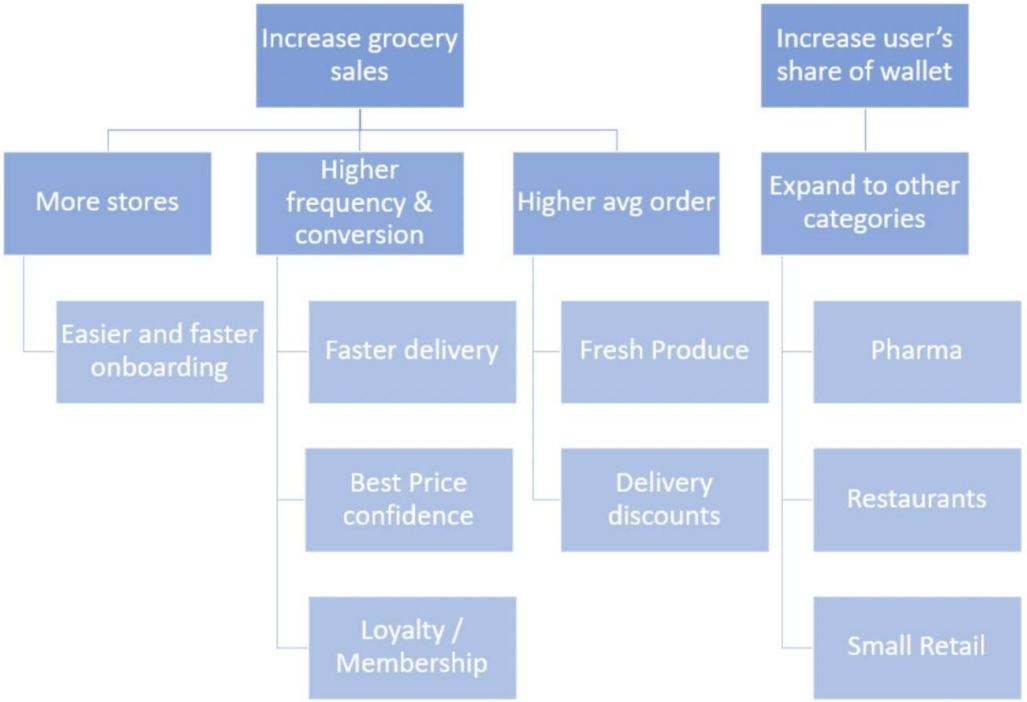
Step 1

Insights

Insights are learnings: the identification of a **problem**, a **tendency**, or an **opportunity** that can radically change the game.

An insightless strategy is simply following a hunch.

Insights using Opportunity Solution Trees



Step 2

Select

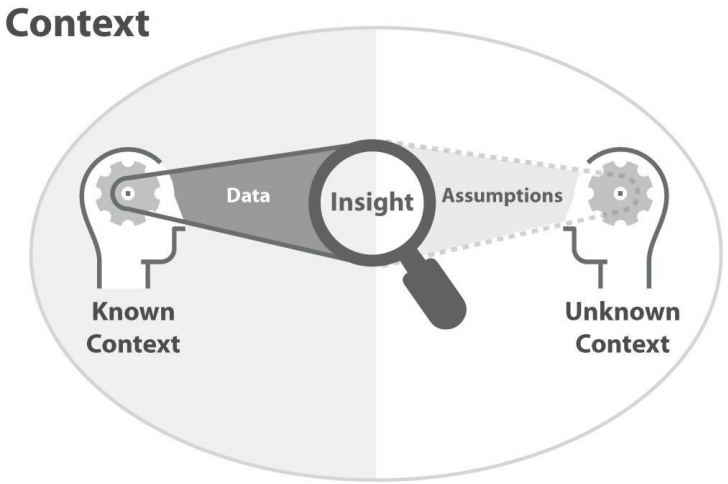
Focus on the most promising strategic drivers and understand the tradeoffs of pursuing them.

Understand the market position we can achieve and defend with our strengths.

Step 3

Goals & Assumptions

Define the success criteria for your strategic drivers and make explicit the hypothesis and risks that you need to validate.



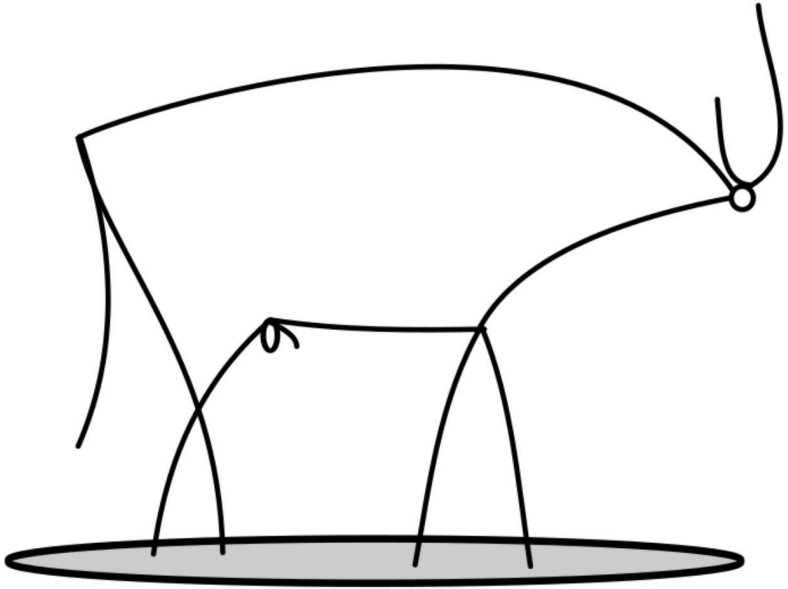
What are the strategic goals and assumptions of our selection?

Opportunity	Goal	Assumption	Risk
Fresh produce	Increase average order value 10%	Users are willing to purchase fresh produce through app	H
Price comparison	Increase conversion 10%	Best price guarantee will convince price sensitive users	M
Easier store onboarding	Increase stores by 25%	Stores will want to self-onboard to the platform	M

Step 4

Synthesize

Make your strategy clear
and memorable.



Synthesizing our strategy with the drivers model in a single diagram

Supporting Principle

Driver 1 | Key Result

Few lines description (why and what)

Driver 2 | Key Result

Few lines description (why and what)

Driver 3 | Key Result

Few lines description (why and what)

Reduce friction

Fresh Produce | +10% order value

Fresh produce is the top selling grocery product missing in our app. Reach new customers and increase items per order

Price comparison | +10% CR

Users search the same product in multiple stores and then drop. Guarantee best price selection to increase conversion.

Store onboarding | +25% stores

Store creation is limiting our grow. More stores require to work with us than what we can support with our current process

Executing your strategy

You are probably already doing some of it...

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You just call it differently

01	Insights	• Bets • Ideas • Opportunities • Problems
02	Strategic Selection	• Strategic Advantages • Positioning • Differentiation
03	Goals	• North Star • BHAG (Big Hairy Audacious Goals) • OKRs

While other terms could have more conflict...

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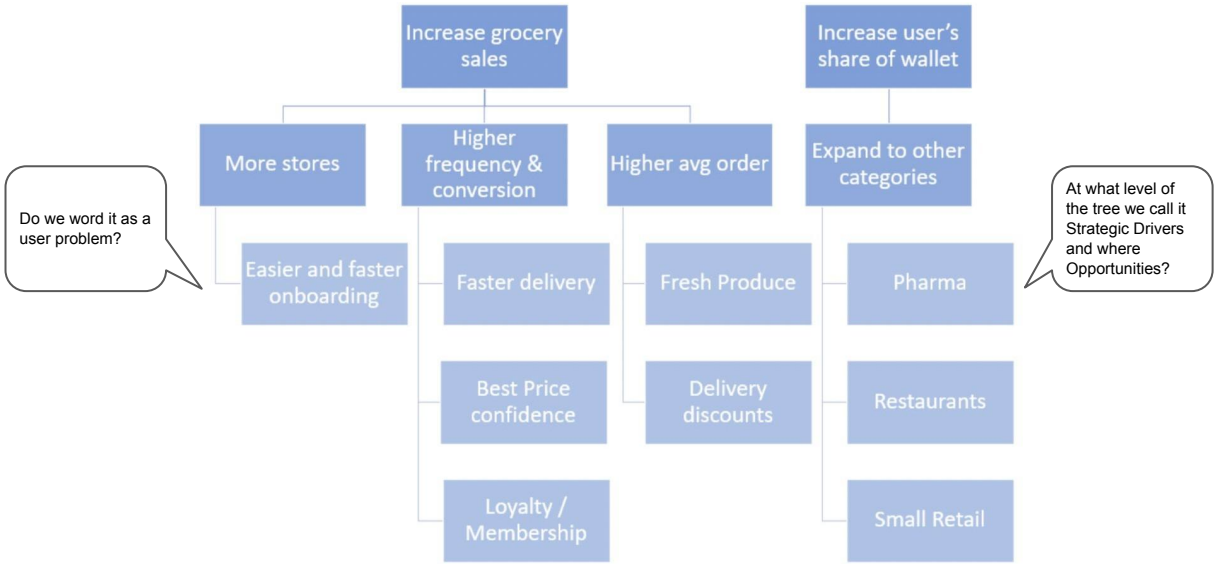

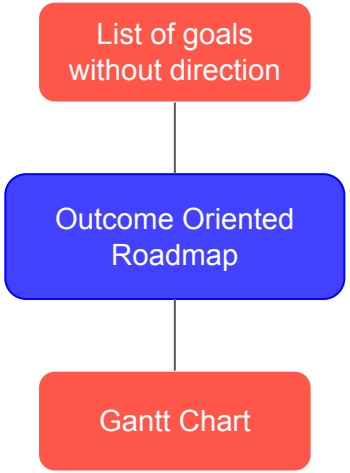

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Thank you