



Strategic Transformation

Implementing a Market-Driven Organization

This workshop gives Pragmatic Alumni who want to implement what they learned in training a reflective space that will enable an exploration of key factors required to create a market-driven organization, such as people, process, strategy and progress. During this workshop attendees will learn and practice the art of socialization to build champions that will help their organization become truly market-driven. Attendees will understand and learn how to build critical processes necessary to support a market-driven culture. We will reinforce the importance of clear strategy and the discipline to create it, as well as the importance of measuring progress—all resulting in the implementation of market-driven principles at a team and organizational level.

TOTAL HOURS

7.5

KNOWLEDGE SHARING:

30%

ACTIVE APPLICATION:

40%

DISCUSSION AND REFLECTION:

30%

WORKSHOP PREREQUISITE:
FOUNDATIONS

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: To equip you with strategies and tools to later craft and implement a detailed plan for adopting market-driven methodologies, fostering stakeholder buy-in and deploying actionable steps that align with the organization's strategic ambitions.

Understand the Current State

- Where do you want to be?
- Goal Setting
- Circle of Influence
- Where are you now?

Map the Key Stakeholders

- Assessing Stakeholders
- The Change Curve
- Objectors/Allies/Neutrals

Process Support

- Understand and identify Macro Level Processes
- Understand and identify Micro Level Processes
- Map Your Product Life Cycle Phases to the Framework

Building Momentum and Culture

- Measuring Success
- What if you are not making progress?
- Quick Wins

WORKSHOP TOOLS AND TEMPLATES

The Strategic Transformation Workbook, Market-Driven Goal Setting Table, Circles of Influence Map, Pragmatic ROI, Stakeholder Management and Objection Handling, Macro and Micro-Level Challenges Worksheet, Gap Analysis, Mapping Your PLC Phases to the Framework, Strategy Matrix, Quick Wins Plan, Roadshow PowerPoint

WORKSHOP MODULES

Where are you? Understand where you want to be at the end of your market-driven journey. Establish your goals along the way. Understand your level of control during this journey and where are you starting from in this moment?

People – What does your current Product function look like? Identify stakeholders impacted by this transformation and learn how to manage them through change.

Process – Understanding and assessing the big picture and small picture processes that are needed to support a market-driven transformation.

Strategy – Create your implicit and Explicit strategy to align your product team's efforts. Being market-driven also means learning how to say no.

Progress – What does success look like? What do you do if you're not making progress on your journey? Getting some quick wins!

WORKSHOP REQUIREMENTS/EVALUATION



Upon successful completion of this workshop, students will have moved from the knowledge of workshop materials to cognition and application relative to improving from current state of the business to a fully-integrated, market-driven organization.

Students are also required to participate in active application exercises and group discussions. A badge is provided for students successfully completing this workshop.