Radical Product Thinking Your Digital Transformation

Radhika Dutt
Customer Centric

Digital Transformation

Digitization
But the path to getting there appears foggy
Some common “diseases”
Time for a checkup?
Locked-In Syndrome

Committing to an approach that has worked in the past

Inertia, small changes that don’t move the needle

“This is our cash cow, we can’t cannibalize this product-line”
Strategic Swelling

Product tries to do too much for too many users

Unfocused efforts, weak value proposition

“These eighteen features are table stakes for the industry. We’ll decide how to differentiate after these get built.”
Narcissus Complex

Looking inwards and focusing on our own needs

Disconnected from customer needs

“To be successful, we need patients to come back often to our hospital”
They’re common (but avoidable!) problems that occur in the absence of clear product vision and strategy.
Why can’t we just Lean and Agile our way out of trouble?
Lean and Agile

...are helpful, but not sufficient, for creating vision-driven products

...are risk-mitigating execution techniques, not value-creating product strategy tools
Iterative Product Development works for making small changes to an existing product or process.
radical
/ˈradɪk(ə)l/

*adjective*

1. (especially of change or action) affecting the fundamental nature of something.
2. (of surgery or medical treatment) thorough and intended to be completely curative.
Radical product vs. iterative product

MODEL 3  VS  CHEVY BOLT
Chevy Bolt: 3 separate cooling systems
Tesla Model 3’s Superbottle: A single system for heating & cooling
The different **visions** behind:

<table>
<thead>
<tr>
<th><strong>Tesla Model 3</strong></th>
<th><strong>vs.</strong></th>
<th><strong>Chevy Bolt</strong></th>
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<tbody>
<tr>
<td>Building an affordable car that doesn't require a compromise from the driver to go green.</td>
<td></td>
<td>Beating the Model 3 to market with an EV with a range of more than 200 miles between charges.</td>
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“Anyone in the car industry ignoring this car is doing so at their own peril. This is big stuff. This is not inching up. This is revolutionary.”

- Sandy Munro, Auto-expert and founder of Munro Associates
What is RADICAL PRODUCT THINKING?
It’s a way of thinking to create **vision-driven change** and cure the common product diseases.

...using a **shared language** of product vision, strategy and execution
It means anything can be your product if it’s your mechanism to create change.
You can systematically **engineer change**: 

**Vision:** What’s the change you want to bring?  
**Strategy:** How will you create change?  
**Prioritization:** In what order will you deliver?  
**Execution and Measurement:** How do you deliver on the vision?  

...and **communicate** your rationale across your team.
Define your VISION
“Contributing to human progress by empowering people to express themselves.”
Your **Vision** should articulate...

- Whose world are you changing?
- What does their world look like today?
- Why does their world need changing?
- How are you going to change it for them?

...the **Who, What, Why, and How**
Use the **Radical Vision Worksheet** to iterate on your vision until you’re happy with it.

Today, when ________________ want to ________________,

identified group desirable outcome

they have to ________________. This is unacceptable, because

current activity/solution(s)

__________________________ . We envision a world where ________________

shortcomings of current solution shortcomings are resolved

We’re bringing this world about through ________________.

broad technology/approach
How do we apply this in practice?
Where this thinking fits in the organization

Radical Product gives you direction

Vision | Strategy | Execution

Lean and Agile gives you speed
Lean and Agile

Source: PebbleRoad

Radical Product Thinking + Lean and Agile
Want to learn more?

- **Download the free toolkit:**
  - Create a powerful *Vision*
  - Craft and communicate your *RDCL Strategy*
  - Share your decision-making rationale via *Prioritization*
  - Develop your *Execution and Measurement model*

- **Blog:** Accessible from www.radicalproduct.com

- **Book:** In progress
Questions?

www.radicalproduct.com

@RadhikaDutt