

Radical Product Thinking Your Digital Transformation

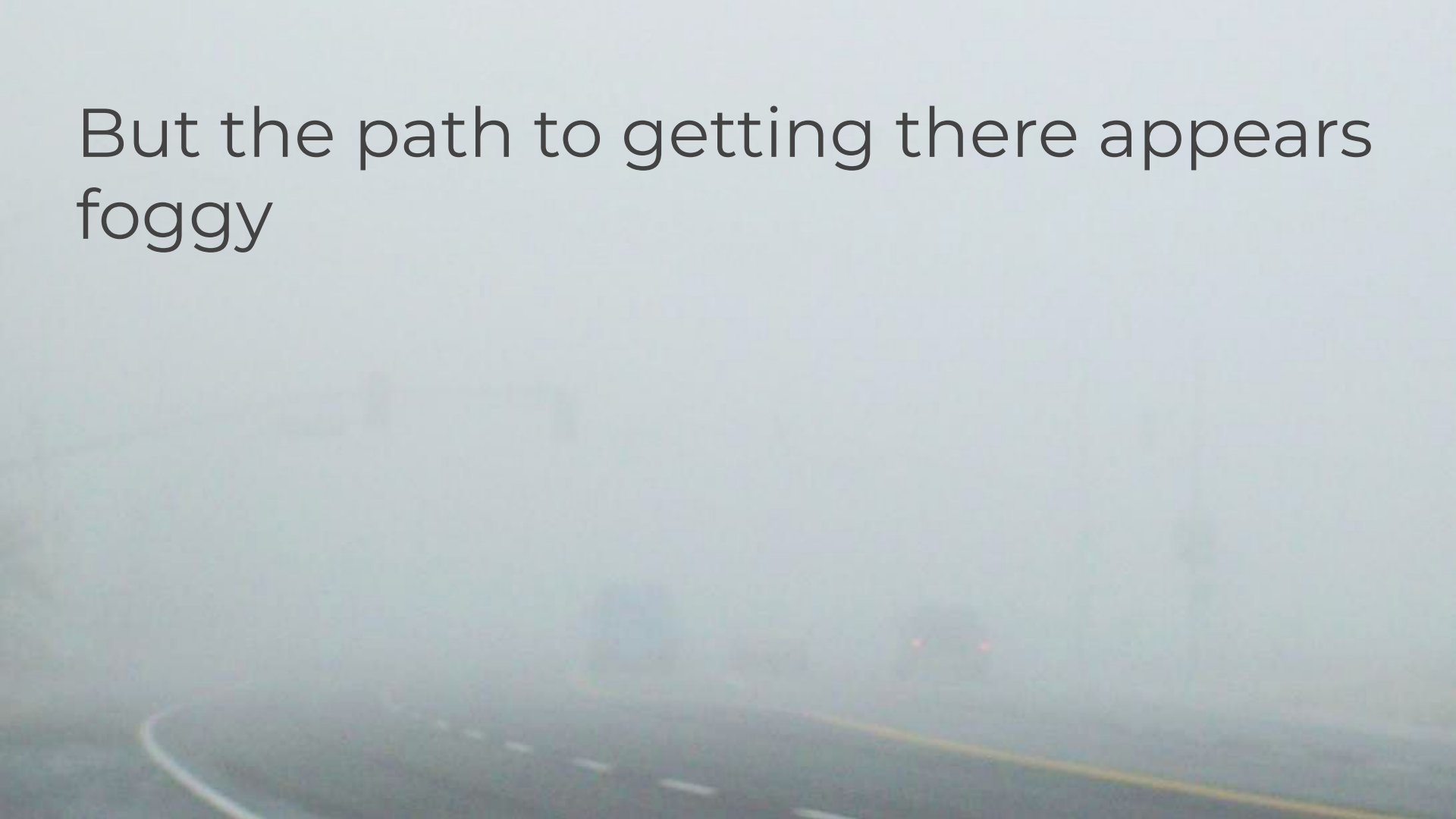
Radhika Dutt



RADICAL PRODUCT



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

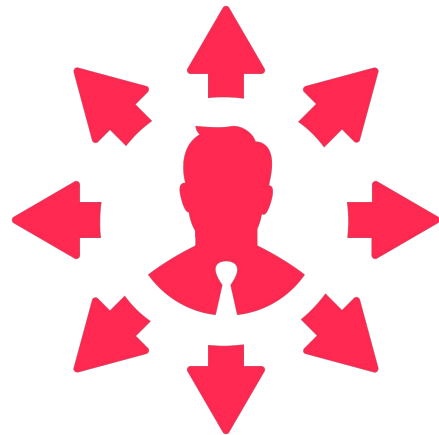


“This is our cash cow, we can’t cannibalize this product-line”

Strategic Swelling

Product tries to do **too much** for **too many** users

Unfocused efforts, weak value proposition

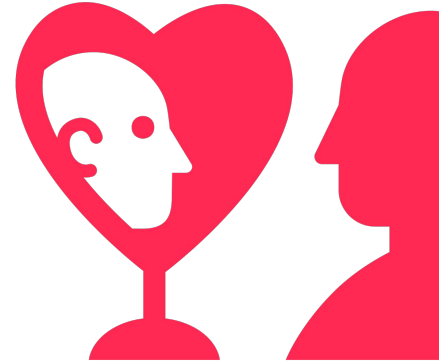


"These eighteen features are table stakes for the industry. We'll decide how to differentiate after these get built."

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

/ˈrædɪk(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

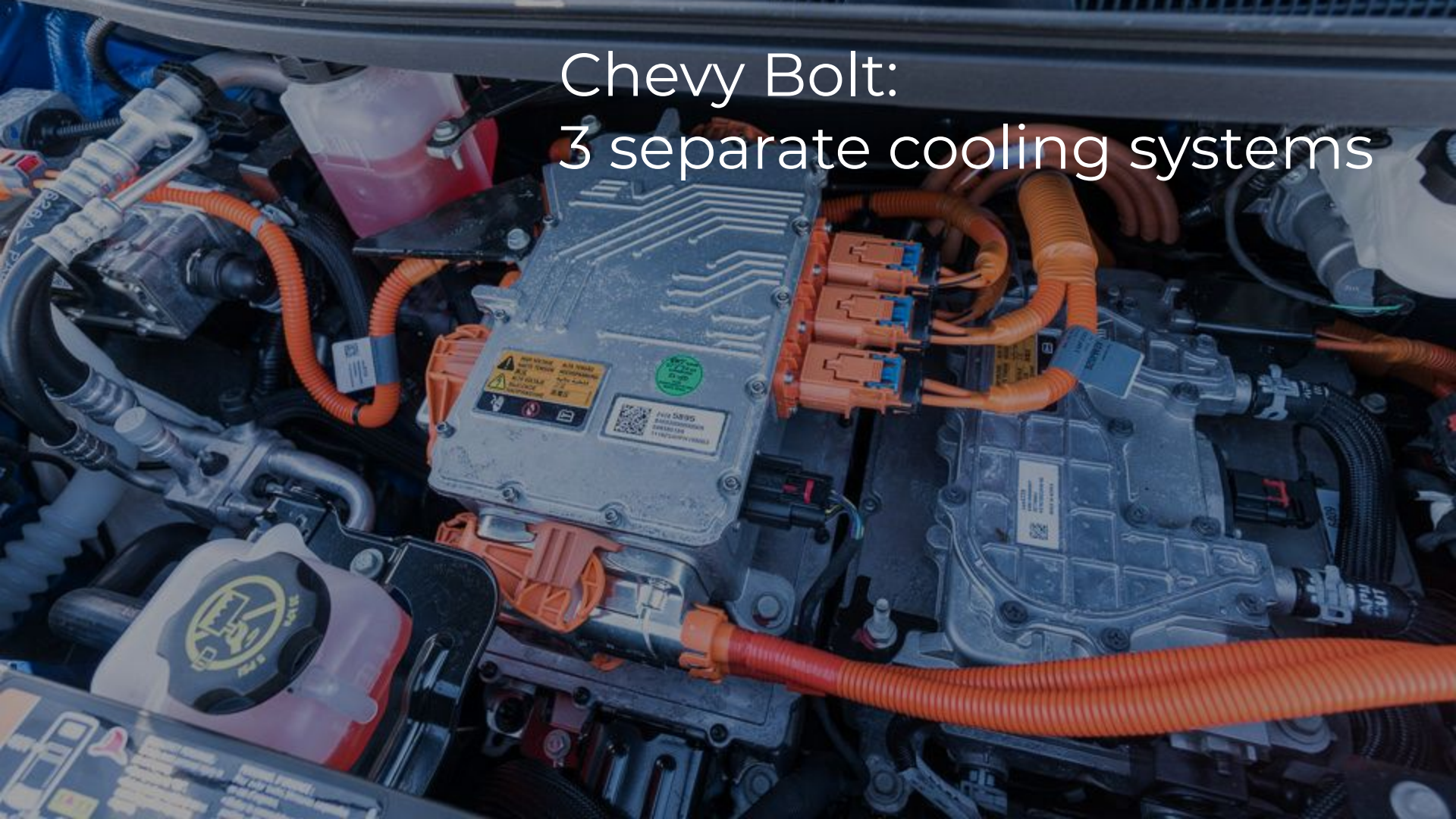


MODEL 3

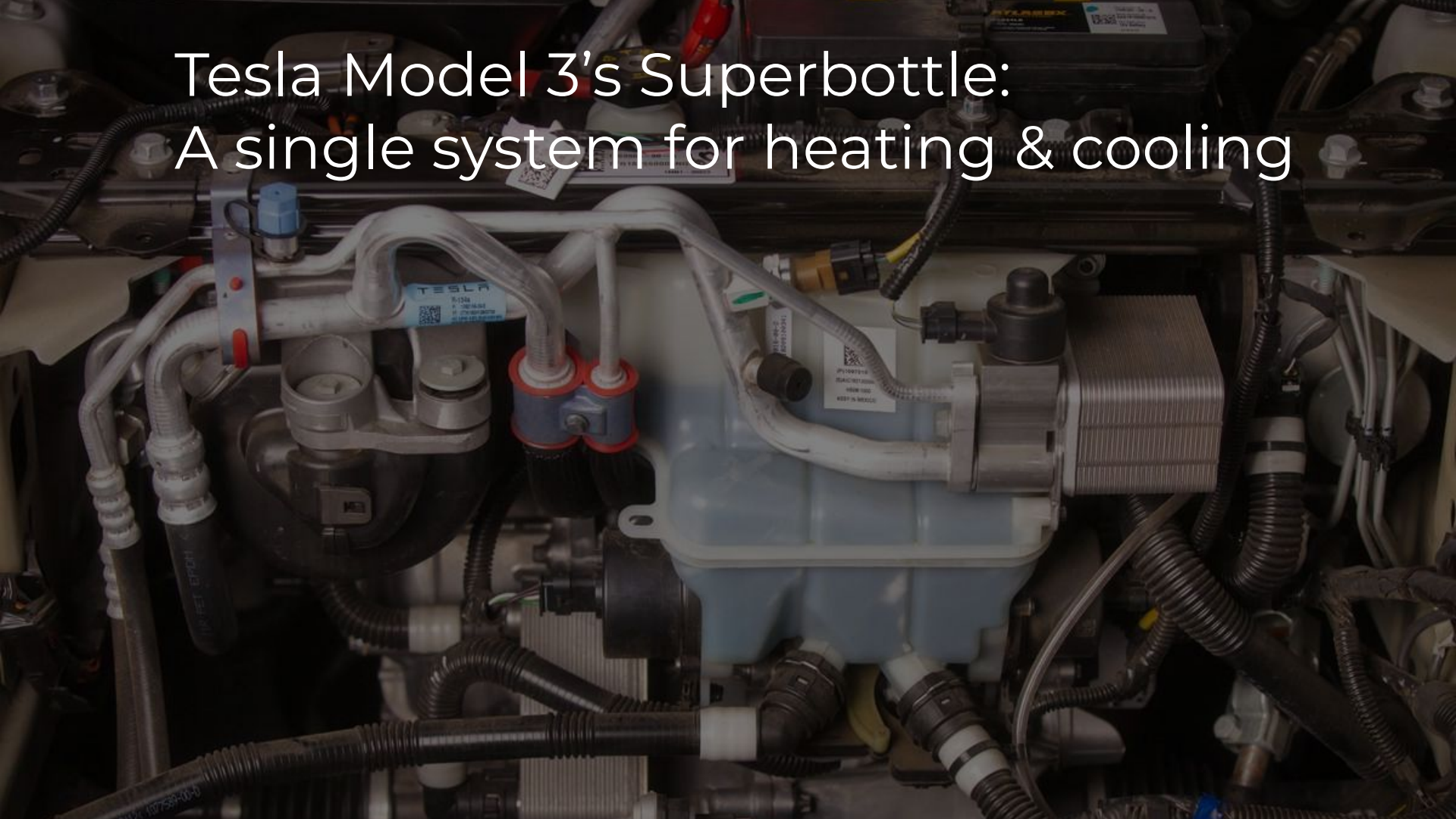


CHEVY BOLT

Chevy Bolt: 3 separate cooling systems



Tesla Model 3's Superbottle: A single system for heating & cooling



The different **visions** behind:

Tesla Model 3

vs.

Chevy Bolt

Building an affordable car that doesn't require a compromise from the driver to go green.

Beating the Model 3 to market with an EV with a range of more than 200 miles between charges.



“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



The word cloud is a triangular arrangement of various phrases and verbs. The most prominent words are "To reinvent...", "To disrupt...", "To democratize...", "To empower...", and "To revolutionize...". The phrases are arranged in a way that they form the shape of a triangle, with the base at the bottom and the apex at the top. The words are in different sizes and orientations, creating a dynamic and complex visual. The background is white, and the words are in shades of gray and black.

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?



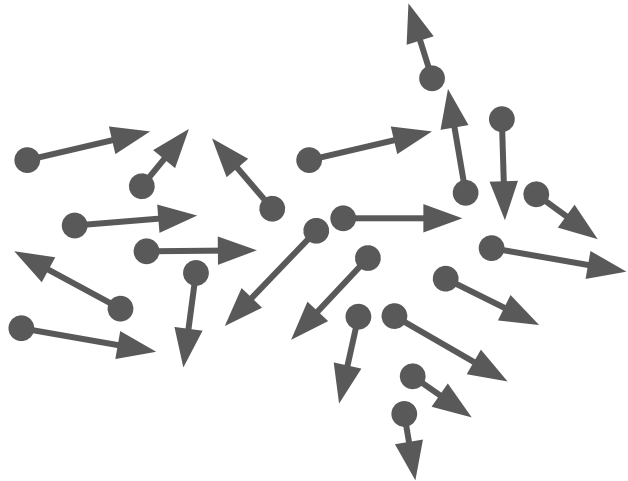
Where this thinking fits in the organization

Radical Product gives you **direction**



Lean and Agile gives you **speed**

Lean and **Agile**

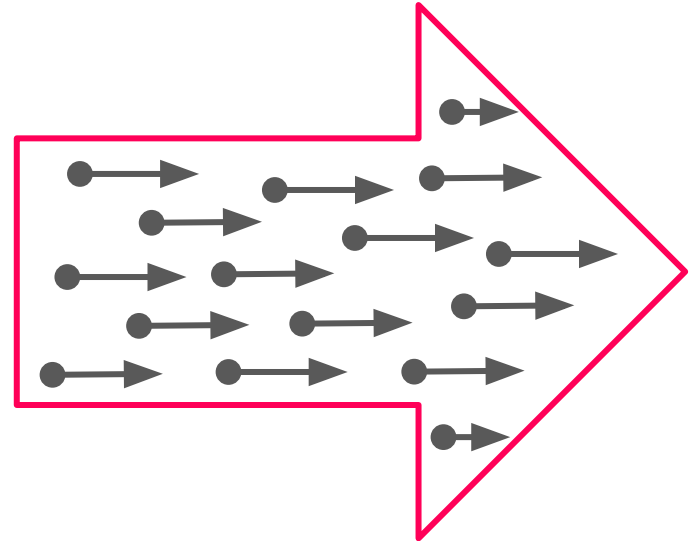


Source: PebbleRoad

**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

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