

# Product Innovation for Product Managers

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## △ Product innovation types

- incremental → improvement of existing products
- radical → creation of a new product

## △ challenges product managers face

- embracing a lack of authority
- ambiguity of innovation

## △ Innovator mindsets

- observing, learning, and connecting the dots
- done is better than perfect
- Be Persuadable

## △ Innovation ambition matrix

- core → small changes to existing products
- adjacent → expand from existing business to draw new customers
- transformational → creating new offerings to serve new markets

## ⚠ Creating an internal innovation network

- ↳ understand your org. chart
- ↳ identify influencers

- ↳ persuade without formal authority
- ↳ move innovation forward

## ⚠ Leading innovation processes

- ↳ design thinking
  - ↳ focuses on knowing customer needs
- ↳ rapid prototyping
  - ↳ emphasizes solution experiments
- ↳ open innovation
  - ↳ interchanges ideas from everywhere

## ⚠ Innovation phases

- ↳ discovering
- ↳ creating
- ↳ testing
- ↳ scaling

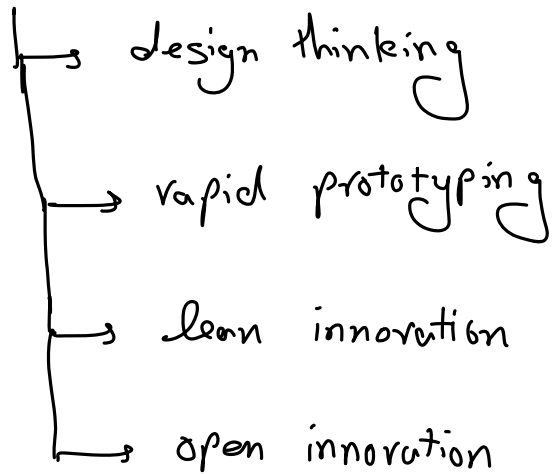
## ⚠ Understanding your company's performance abilities

- ↳ financial health → profit & loss statement
- ↳ development phase
- ↳ competitive position

## ⚠ Internal structures of Innovation

- ↳ centralized
  - ↳ driven by the organization
    - ↳ decisions made by management
- ↳ decentralized
  - ↳ driven by mid or lower management
- ↳ hybrid
  - ↳ blend two above models
- ↳ incubator venture
  - ↳ ideas created and developed inside an organization and then spun out

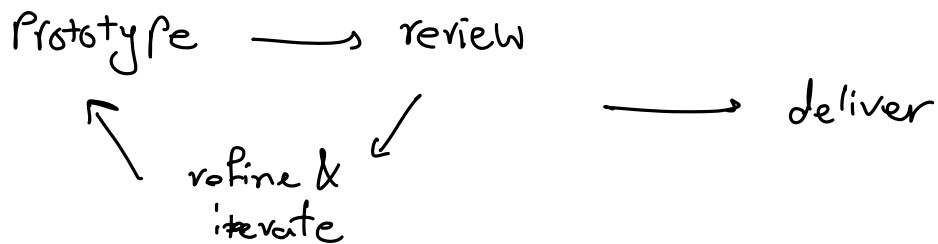
## ⚠ Common Innovation Approaches



## ⚠ Design thinking

empathize → define → ideate → prototype → test

## ⚠ Rapid Prototyping



## ⚠ Lean Innovation

↳ enables companies to quickly and fewer resources, develop, prototype, learn, validate and improve business solutions

## ⚠ open innovation

↳ outside in ~ acquire external ideas & technology  
↳ inside out ~ internal innovation goes out

## ⚠ Innovation Knowledge repository

↳ a central place to aggregate and maintain diverse components

↳ includes :

↳ day-to-day performance

↳ project life cycle success factors

↳ product innovation process

## ⚠ 5 "whys"

↳ a problem solving tool used to uncover root causes

↳ you should first identify real problem by asking right questions

## ⚠ Human - centered vs data-centered innovation

↳ a deep understanding of people

analyzing challenges from user's perspective

## ⚠ Discovery and Preparation

↳ insight about needs or solutions

↳ understanding of the problems

## ⚠ Psychological safety

↳ A belief that you can trust colleagues and take risks without fear of reprisals

## ⚠ Testing and Prototyping phase

- ↳ socializing the idea
- ↳ prototyping the solutions
- ↳ testing customer interactions

## ⚠ Five variations of prototypes

- ↳ proof of concept
- ↳ functional prototype
- ↳ appearance prototype
- ↳ design prototype
- ↳ production prototype

## ⚠ Ways to inspire teams in prototyping

- ↳ craft a prototype using restricted time & material constraints
- ↳ identify the hardest tasks to create the final product

## ⚠ Divergence

- ↳ creativity
- ↳ disruptive innovation

## ⚠ Convergence

- ↳ idea selection
- ↳ prototype solution

## ⚠ Launch and Scale Phase

- ↳ Marketing launch plan
- ↳ operations plan

## ⚠ Business Model Canvas



## ⚠ Reasons products fail

- ↳ inability to support fast sales growth
- ↳ no clear marketing need



## Open Innovation Models

- ↳ product platforming
  - ↳ partially completed product for contributors to access, customize & exploit
- ↳ collaborative product design and development
  - ↳ incorporates controlled external contributors in the development of a product
- ↳ idea competition
  - ↳ leverages open contests to encourage competitiveness