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| The Problem TodayLegacy business frameworks and processes have some issues. They… | **ARE OFTEN LINEAR AND HANDOFF-GATE HEAVY**  These processes constrain innovation, delay decisions, and slow velocity.  **DON’T TALK TO EACH OTHER AND HAVE LIMITED APPLICATION OUTSIDE OF A SINGLE BUSINESS DOMAIN**  Existing frameworks are siloed by nature, focusing on the expertise of the group that initially developed them. Plus, they weren’t always designed to play well with others, including the appropriate metrics and handoffs to other teams.  **ARE PROPRIETARY AND OFTEN LIMIT HOW YOU CAN USE AND ADAPT THEM**  In some ways understandably, framework and process providers protect who can and cannot practice their concepts. This stifles innovation and limits the ability to implement and obtain full value.  **ARE SOMEWHAT RIGID AND CAN LACK QuartzIBILITY**  Existing frameworks and processes can be rigid and prescribed. They assume that what works for the average will work for you.  **AND IT CAN BE TOUGH TO GET HELP IMPLEMENTING THEM**  Once you have completed training in existing frameworks and processes, it’s not easy getting the help you need to apply them. It can also be challenging understanding how they hand off to other teams who have their own way of working.  **THERE HAS TO BE A BETTER WAY.** |
| Introducing the Quartz Open Framework  * The Quartz Open Framework is a new **open business innovation methodology**. Designed from the ground up to help solve the business problems when deploying diverse teams, complex delivery processes and inconsistent project management of initiatives.   The Quartz Open Framework is:  **Open** – Anyone can contribute, modify, amplify and implement  **Extensible** – It’s made to adapt to your unique environment  **Agnostic** – Quartz is a meta-methodology that helps harmonize diverse functional groups, regardless of existing processes and frameworks.  **Inclusive** – We encourage practitioners across the business landscape to participate in the Quartz community of solutions | quartz-full |
| quartz-full | **For Whom Is the Quartz Open Framework Designed?**   * Quartz is for product managers, product marketers, program managers, project managers and business professionals. If you are in an environment where multiple processes and multiple dependant deliveries are required to achieve success for the business, **Quartz is for you**. |
| Interpreting The Top Level of Quartz  * Each Segment contains specific steps to complete. The relationship between phases and segments are fluid, recursive and not gated. In most organizations, all teams will be working simultaneously. Quartz is designed to handle it.   The center of Quartz is LEARN. That’s because learning needs to be at the core of everything we do in business. LEARN evokes the importance of keeping an open mind to new ideas throughout the process of bringing innovations to your business. LEARN includes idea discovery and solution validation at each step to ensure success. All teams at all times should be actively listening to the market, to peers, to internal customers, and to cross-functional partners – iterating the planning and execution accordingly. | quartz-full |
| The Quartz Open Framework “Honeycomb”  * The key to the Quartz Open Framework is its recursive “Honeycomb” design. The needs of the entire organization are accounted for within six discrete segments organized into three phases. The 3 phases are focused on things to be done now, next, and in the future. Take a look.   Quartz’s three (3) phases represent the work required over time for innovation. They are called FUTURE, NEXT, and NOW. The phases of FUTURE, NEXT, NOW align with what the organization should be looking to do down the road, what the organization is doing next, and what is all set for delivery or is currently live in the market.  Each phase contains two (2) segments representing the planning and execution aspects of their phase. The planning and execution teams should work closely together and with open communication in order to complete the work of that Phase. The two segments are, to use an old adage, two sides of the same coin. | quartz-detail |
| The Phases of Quartz Let’s dive into the Phases of the Quartz Open Framework. |  |
| |  |  |  | | --- | --- | --- | | FUTURE PHASE | NEXT PHASE | NOW PHASE | |  |
| Future phase | FUTURE  * Before we get to investing in a new idea, we have to know whether it is worth it for our organization, where it fits in our portfolio, and whether anyone, anywhere wants to buy/adopt our innovation. That’s where **DISCOVER** & **COMMIT** come in. DISCOVER & COMMIT cover the following territory. |
| Discover  In DISCOVER, we observe and interact with the market to find problems we could solve. We document market facts and define success criteria for the organization. We analyze the market data to find trends, ensuring that we DISCOVER the best opportunities and submit them for approval. Essentially, we define our innovation idea, target personas, and the problems to solve. | DISCOVER Outcomes  * **Target Personas** Know for whom you’re solving the problem.   **Problem Definition** Know what and why your Target Persona needs a solution.  **Solution Definition** Begin the process by identifying the market need and defining a product vision.  **Opportunity Scoring** Use a standard prioritization method to score the feasibility of the solution.  **Success Criteria** Define how the solution will be considered a success in business terms such as market share, adoption rate, NPS, EBITDA, revenue, reduced cost, or profit.  **Executive Briefing** Share business, market, and solution information for executive approval to proceed. |
| Commit  In COMMIT, we scope and validate the best opportunities from the DISCOVER phase. We use the data to create a business model showing projected impact of the innovation. We explain the model in a business plan and use it to seek approval from management. We earn the organization’s commitment to this project, as shown through allocation of resources and budget to go forward. Essentially, we evaluate the business opportunity within both the portfolio and competitive landscape. | COMMIT Outcomes  * **Profitable Financial Model** Develop an approach for costing and revenue that shows your financial results over time.   **Business Plan** Provide a brief document for the business plans and assumptions for the solution idea.  **Market Validation** Test the solution idea with potential buyers to judge the urgency of the problem and the viability of your solution.  **Resource Allocation** Define who will be doing what and share out with the organization. |
| next phase | NEXT  * Now that the business is going forward with the innovation, we have to lay out the vision and goals of the project, define who will buy/adopt the innovation, and set about making it. That’s where **DESCRIBE & CREATE** come in. DESCRIBE & CREATE cover the following territory. |
| Describe  In DESCRIBE, we want to inspire design, engineering, and the rest of the organization with real stories about real people. We want to help them understand the vision for the product, and the goals of the user personas. Together, we consider alternate delivery methods and create a roadmap that enables an effective delivery approach and cadence. Essentially, we want to inspire our teams to solve real-world problems. | DESCRIBE Outcomes  * **Solution Vision & Goals** Describe the problems to be solved and personas to be served by the solution.   **Solution roadmap** A roadmap sequences the stories to be delivered. Some roadmaps show deliverables by quarters; others show “this” before “that” without a timeline.  **Personas and problems** Describe the decision makers and other influencers as well as the problems that will be addressed for those who use the product on a frequent basis. These problems often take the form of a story or use scenario. Focus on what will be solved, not how it will be solved.  **Constraints and alternatives** What limits your persona from adopting your solution? Consider buying authorization, government mandates, and existing solutions. Describe other solutions that could address your persona’s problems. Think of general tools, direct competitors, and in-house solutions. Is there an existing solution that could be applied here?  **Development briefing** Share business, market, product, and domain information to provide insights for this team’s deliverables. |
| create 1  In CREATE, we work together to enable effective solution design and development. We help with adjustments and clarifications on the market, personas, and priority of deliverables. We define success criteria, so the organization knows when the work has been completed. We stay aware of progress, in order to communicate effectively to the rest of the organization. Essentially, we monitor the status of development towards a delivery date, answer questions and report back on status. | CREATE Outcomes  * **Prioritize deliverables** Continually manage the list of stories with context and business value.   **Clarify success criteria** Determine specific results for acceptance of deliverables. “We’ll know we’re done when…”  **Monitor and report** Display of the project status including items such as number of prioritized items pending, work in progress, items completed pending acceptance, and items accepted.  **Development support** Support the product team with product and market expertise. |
| now phase | NOW  * It’s time to mobilize the internal teams and prepare to connect with your market. We need to come up with go-to-market plans and make clear the goals of the launch. As we execute on those plans and that vision, we must consider what has worked and what has not worked in this iteration. We also want to feed that information back into the organization in a reliable, reflexive way. That’s where **DELIVER & CONNECT** come in. DELIVER & CONNECT cover the following territory. |
| Deliver  In DELIVER, we plan the strategies and programs that will connect your offering to your market. We enable the creation of high-quality go-to-market plans that include a clear articulation of the vision and goals for launch. We monitor the status of those plans, to enable adjustments to the plan and effective communication across the organization. Essentially, we formalize the deliverables, promotions, constraints, and goals necessary to deliver your product or solution to market. | DELIVER Outcomes  * **Launch vision and goals** Articulate your objectives and key results for introducing your product or solution. Consider awareness, adoption, growth, and revenue goals.   **Go-to-market strategy** Define your approach for promoting the solution.  **Internal readiness** Maintain a dashboard indicating the organization’s preparedness to support the product. This can be a simple red-light/green-light display or Ready/Not ready.  **Marketing briefing** Support the marketing team with product and market expertise. |
| Connect  In CONNECT, we empower the customer journey, from interest to adoption. We also empower teams to sell, support, and service the product. We execute on delivery plans — enable sales channels and support the promotions team. Essentially, we ensure that the solution is ready for market, with all the enablement necessary for promotion, selling, and service. | CONNECT Outcomes  * **Market readiness** Display of the project status including items such as number of prioritized items pending, work in progress, items completed pending acceptance, and items accepted.   **Sales channel enablement** Develop content for customer and sales tools.  **Marketing support** Support the promotions team with product and domain expertise. |
| The Quartz Framework Is Open  * The Quartz Open Framework is available under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/). Providing Quartz under this license means that you are free to take Quartz and start implementing it without spending a dime. Quartz is intuitive, and meant to be adopted with ease. Go ahead, give it a try based on this page alone.   In order to maintain the integrity of Quartz, we need to keep a little control over it, but not much. That’s where this license is so well suited to Quartz. Using the Creative Commons Attribution 4.0 International License we can keep Quartz as open as possible while ensuring that Quartz is everything that we hope it will be. | quartz-full |
| Quartz Is a Tool to Help Us All Get on the Same Page  * No matter the size of your company or how many functional teams or divergent processes you may have, everyone needs to speak the same language. Too often each team, each methodology or even different global locations speak past each other and have limited visibility to manage the business holistically.   Quartz gets that teams across an organization don’t all work the same way. It provides a consistent set of metrics, artifacts and ceremonies that allow each functional domain to work in their own way to best meet the needs of the organization. Quartz harmonizes global teams with a new way to work that can help align your company’s culture, strategies and performance. | quartz-full |
| An Organization With Quartz  * Come for a walk with us.   Imagine a business environment where feedback from the market and learnings from iteration are instantly fed back into the organization and acted upon by individuals who understand that the market dictates our success. Improving matters to the organization. Imagine too that in that environment, cross-functional teams speak with a common language and use common practices. Teams know their roles and understand clearly where their responsibilities begin and end. They know how to communicate and they get where others are coming from. Also at this company, innovation is a repeatable, scalable endeavour. Risk is reduced throughout the process and the opportunities for success are higher. When something is made, they know beforehand that someone wants to buy it. Now.  This is a Quartz organization. | team 1 |
| handshake | Sound Good So Far? We Want Your Help  * We are building Quartz as an open standard for all of us.  As with all open-style standards, the standard works best when it is participatory and inclusive of new ideas and ideals. From Day 1 we want to extend the invitation for comment on Quartz. We want you involved in its development and we want you to continue to participate over time.   So here is your chance! Please let us know in the comment box below what you think of the Quartz way of doing things. If you feel like what you want to say is too long to type out, just let us know and we can reach out. We are passionate about Quartz and want to make it better than even we can imagine. That starts today with your help. |
| Who Are We?  * We’re a small group of passionate profesional representing all areas of a business: executives, product marketing and management, marketing, sales, operations, analysts and research.   The core ignition team is made up of individuals from [Product Growth Leaders](https://productgrowthleaders.com/our-story/). In our work together, we kept coming up against the problems that Quartz aims to solve. We put our minds to creating the best solution that we could. We hope you agree that we’re off to a great start. Want to chat about it? [Get in touch, please](mailto:contact@quartzopen.com). |  |
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| FUTURE PHASE | NEXT PHASE | NOW PHASE |