
DITAP

**Product Thinking
and Acquisitions
Playbook**

DITAP: Adaptation Purpose

DITAP for Product Thinking and Acquisitions is a streamlined adaptation introducing foundational product thinking tools and mindset. It shifts participants from rigid procurement cycles to adaptive, iterative, and human-centered approaches, offering fast and actionable insights into how product management principles can reshape acquisition outcomes. This adaptation bridges the gap between digital service delivery and successful acquisition strategy, enabling smarter, user-aligned procurements and effective cross-functional collaboration. It strengthens the DITAP ecosystem by expanding its reach beyond formal roles, fostering a culture of product-minded problem solvers across government.

Relevant documents

- [Learning Development Document](#)
- [Curriculum Facilitator Guide](#)
- [Learning Modules](#)

Target Audience

Cross-functional federal staff responsible for shaping, managing, or influencing the delivery and acquisition of digital services. Ideal for federal professionals across acquisition and program delivery roles who:

- Are FAC PM and FAC-COR certified
- Influence or manage digital service procurements
- Are not formal product managers, but need to collaborate with or understand product work
- Are expected to champion user-centered and iterative approaches in digital transformation efforts

Course Learning Outcomes

DITAP Phase	Learning Objectives
Describe	Understand what modern digital services are, who delivers them, who uses or benefits from them, and why a product mindset matters in the public sector.
Discover	Perform discovery sprints to assess mission needs, agency context, and user problems to develop an acquisition strategy.
Design → Award	Adopt a product mindset by focusing on the intended utility and impact of the digital service. Apply this lens when evaluating vendors, assessing their ability to deliver value through lean and agile practices, and use it to inform contract strategy and award decisions.
Award → Build	Apply strategies to set up, manage, and translate project design into successful delivery through effective contract administration at key points in the acquisition lifecycle.
Grow	Model a culture of innovation and influence others to adopt product-aligned practices within their agency.

Delivery and Duration

This course is designed for maximum flexibility in both structure and delivery, meeting the needs of learners who operate in complex, fast-paced environments. Whether delivered virtually or in person, the curriculum emphasizes engagement, relevance, and modularity. This enables agencies to tailor the experience to meet their mission needs, staffing constraints, and delivery preferences.

Format & Duration

The course contains five core modules, totaling approximately 24 hours of instruction. It can be delivered in multiple formats to accommodate agency schedules and learner availability:

- **Recommended Option 1: Three-Day Bootcamp**
 - **Delivery:** 3 full days, 8 hours each
 - **Best for:** Immersive, in-person sessions or time-boxed virtual delivery
 - **Considerations:** High intensity; requires strong facilitation and participant stamina
- **Option 2: Modular Series**
 - **Delivery:** 8 sessions × 3 hours each over 2–4 weeks
 - **Best for:** Spaced learning, lighter cognitive load, and integration with on-the-job responsibilities
 - **Considerations:** Allows for reflection between sessions; requires consistent engagement tracking

Flexibility in Delivery

The course is fully adaptable for live virtual delivery, in-person workshops, or a blended model. Each session blends:

- **Interactive facilitation** (e.g., discussion, reflection, real-time collaboration)
- **Self-paced elements** (e.g., readings, templates, and activity prep between sessions)
- **Case-based learning** that scales to the group's maturity level in digital service delivery or acquisitions

Instructional Considerations

- All modules include **built-in activity transitions** and minimal tech requirements to support low-friction movement between virtual and in-person formats.
- Slide decks, facilitator guides, and activity templates are designed to work seamlessly in tools like Zoom, Mural, Google Docs, or printed handouts.
- Session pacing is modular—facilitators can re-sequence or collapse content based on group needs without losing learning coherence.