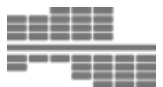
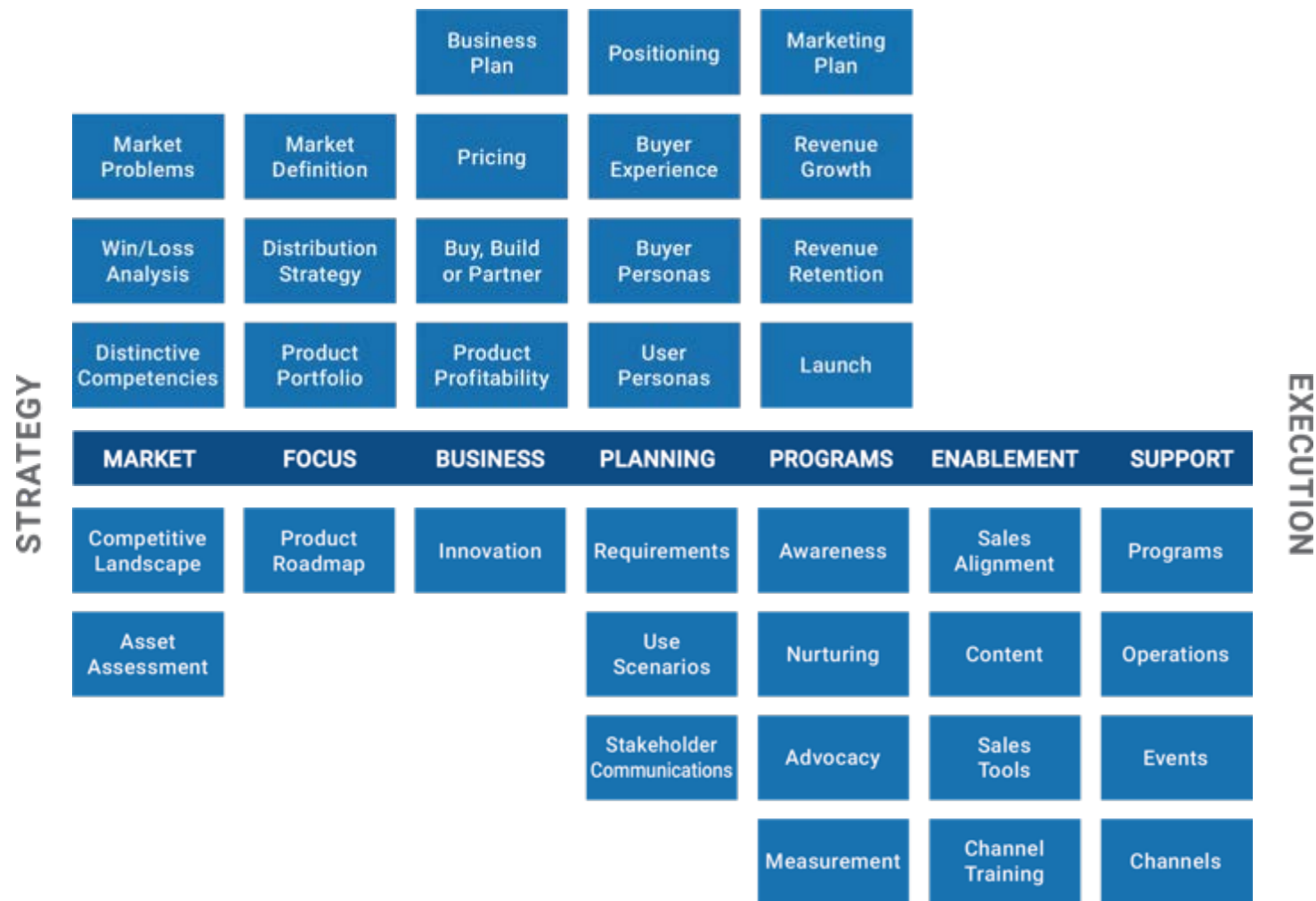


HOW TO Build High-Functioning Teams





about us



Experts in technology product management and product marketing

Specialize in training

Trained hundreds of thousands of people at thousands of companies since 1993



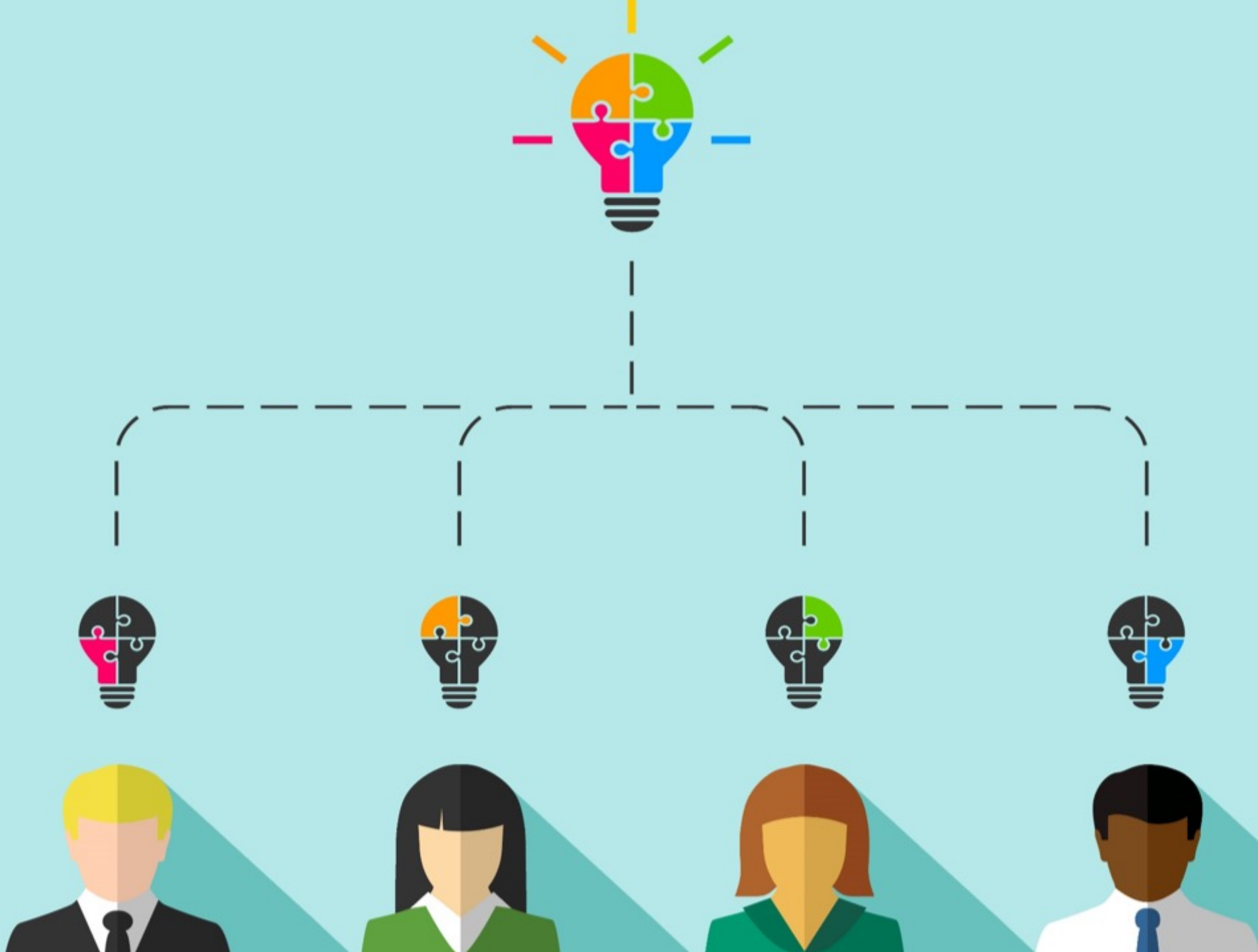
presenter



Kirsten Butzow

- 20+ years of product and marketing experience working in the education technology and telecommunications industries
- Formerly vice president of product management and marketing with Global 500 companies (Fujitsu, Pearson and Blackboard)
- Highly sought-after speaker for industry events, including *The Industry* and *Business of Software*







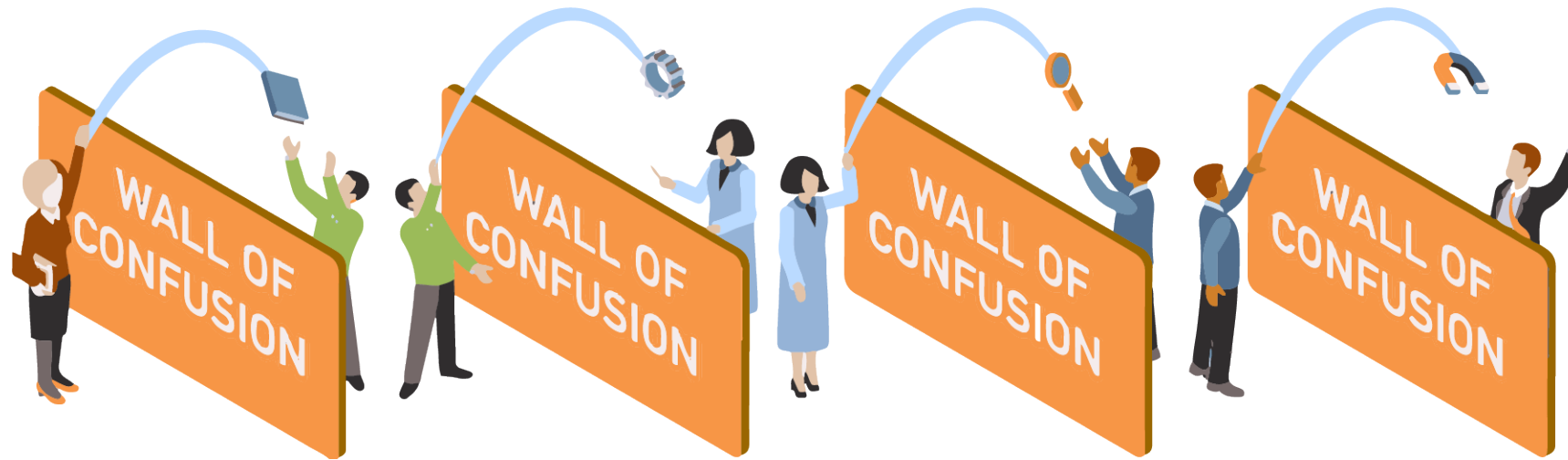
70%

**Want to increase
strategic focus**

YET

65%

**Product roadmap
guided by random
opinions**



Product Management > Design > Development > QA > Operations > Marketing



CHALLENGES

- 1 No Shared Future
- 2 Lack of Common Vocabulary
- 3 Poor Organizational Alignment
- 4 Priorities Unclear



Create a Shared Future

Failure Rates



about **75%**

of venture-backed firms in the
U.S. don't return investors' capital
– HBR/WSJ

96%

of all innovations fail to return
their cost of capital
– Doblin Group

92%

of startups failed within 3 years
– Genome Startup Report

*more
than* **95%**

of new products launched by
established companies each year fail
– AcuPoll

#1 Reason for Failure

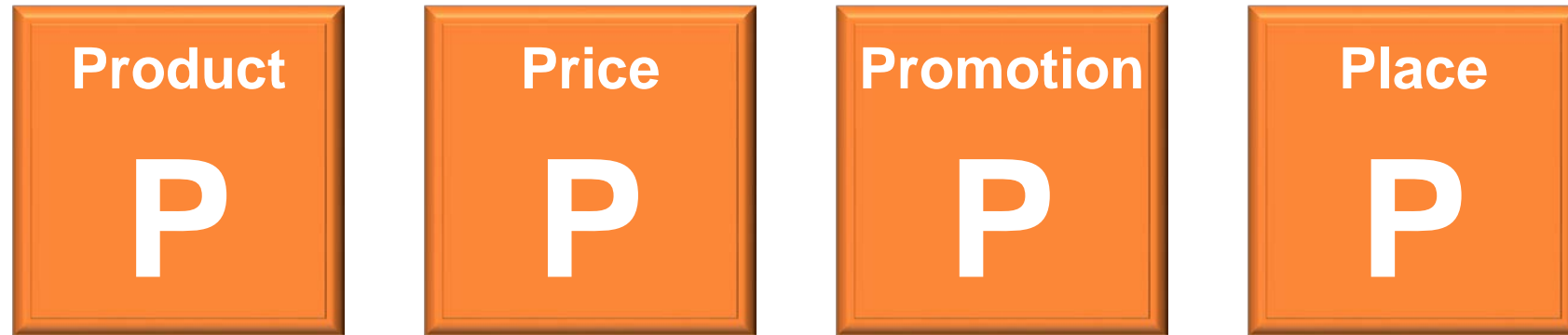


42%

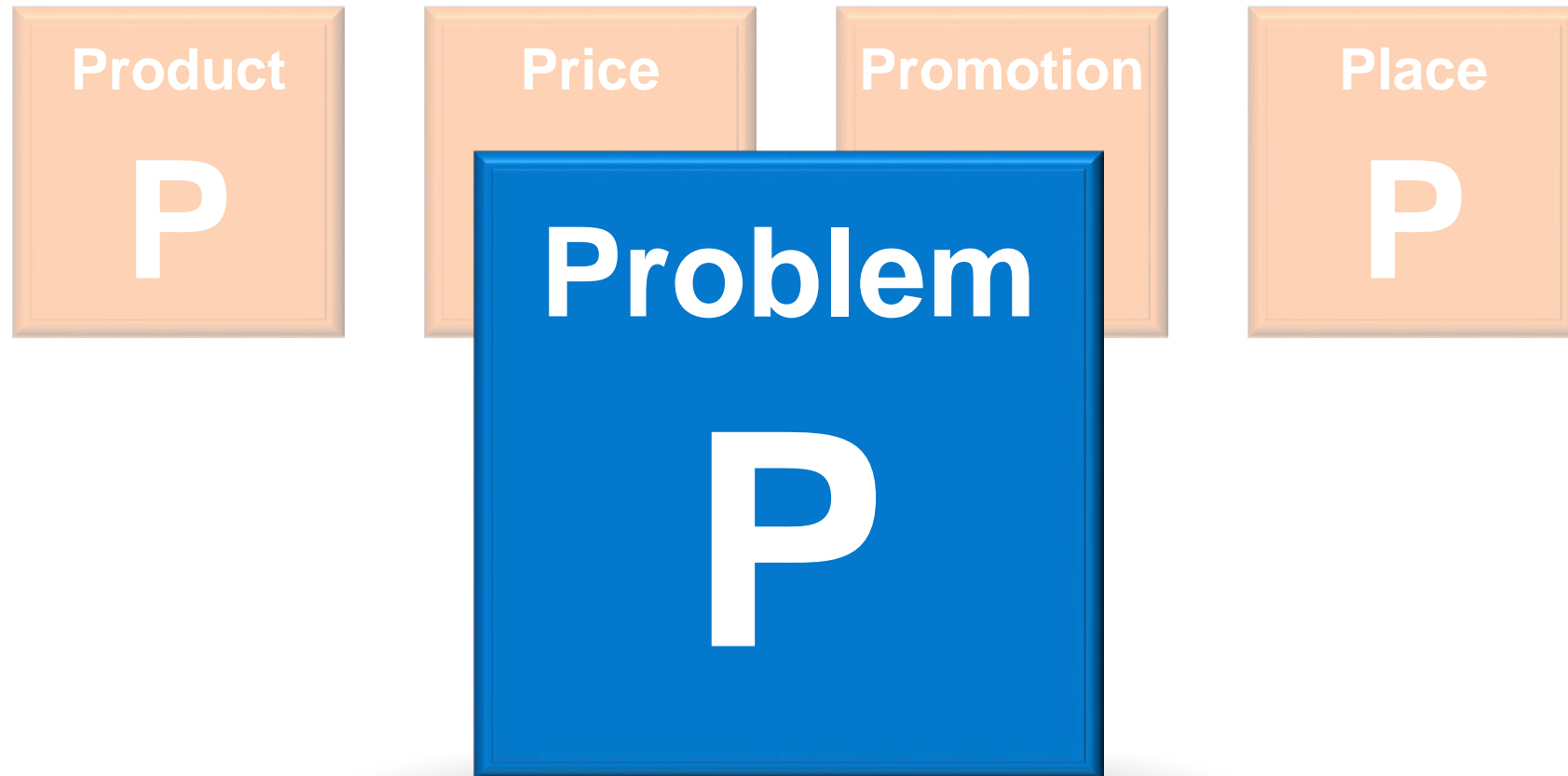
**Lack of a market
need for their
product**

Source: The Top 20 Reasons Startups Fail, CB Insights. 2018

The Marketing Mix Is Not Enough



The Marketing Mix Is Not Enough



Problems Define Your Shared Future



NO SHARED FUTURE

- **INWARD**
- **PRODUCT-** and **TECHNOLOGY-**oriented
- Describes your **FEATURES**
- Lives in the **PRESENT**

SHARED FUTURE

- **OUTWARD**
- **WHAT** is the **PROBLEM** and **WHO** you are helping
- Describes your **VALUE**
- Guides your **FUTURE**





Develop a Common Vocabulary



STRATEGY

MARKET

FOCUS

BUSINESS

PLANNING

PROGRAMS

ENABLEMENT

SUPPORT

EXECUTION



Market Problems

STRATEGY

		Business Plan	Positioning	Marketing Plan		
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth		
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention		
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch		
MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	ENABLEMENT	SUPPORT
Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness	Sales Alignment	Programs
Asset Assessment			Use Scenarios	Nurturing	Content	Operations
			Stakeholder Communications	Advocacy	Sales Tools	Events
				Measurement	Channel Training	Channels

EXECUTION

PRAGMATIC MARKETING CUSTOMER TESTIMONIAL

“ Pragmatic Marketing has provided a foundation for the product management department to do a level-set with the cross-functional teams it interacts with. Essentially, everyone is agreeing to a common language and expectations about what the team is responsible for delivering on.

— CTO, Small Business Computer Software Company

Source: CTO, Small Business Computer Software Company

✓ Validated

Published: Jul. 26, 2018 TVID: 342-6C6-787



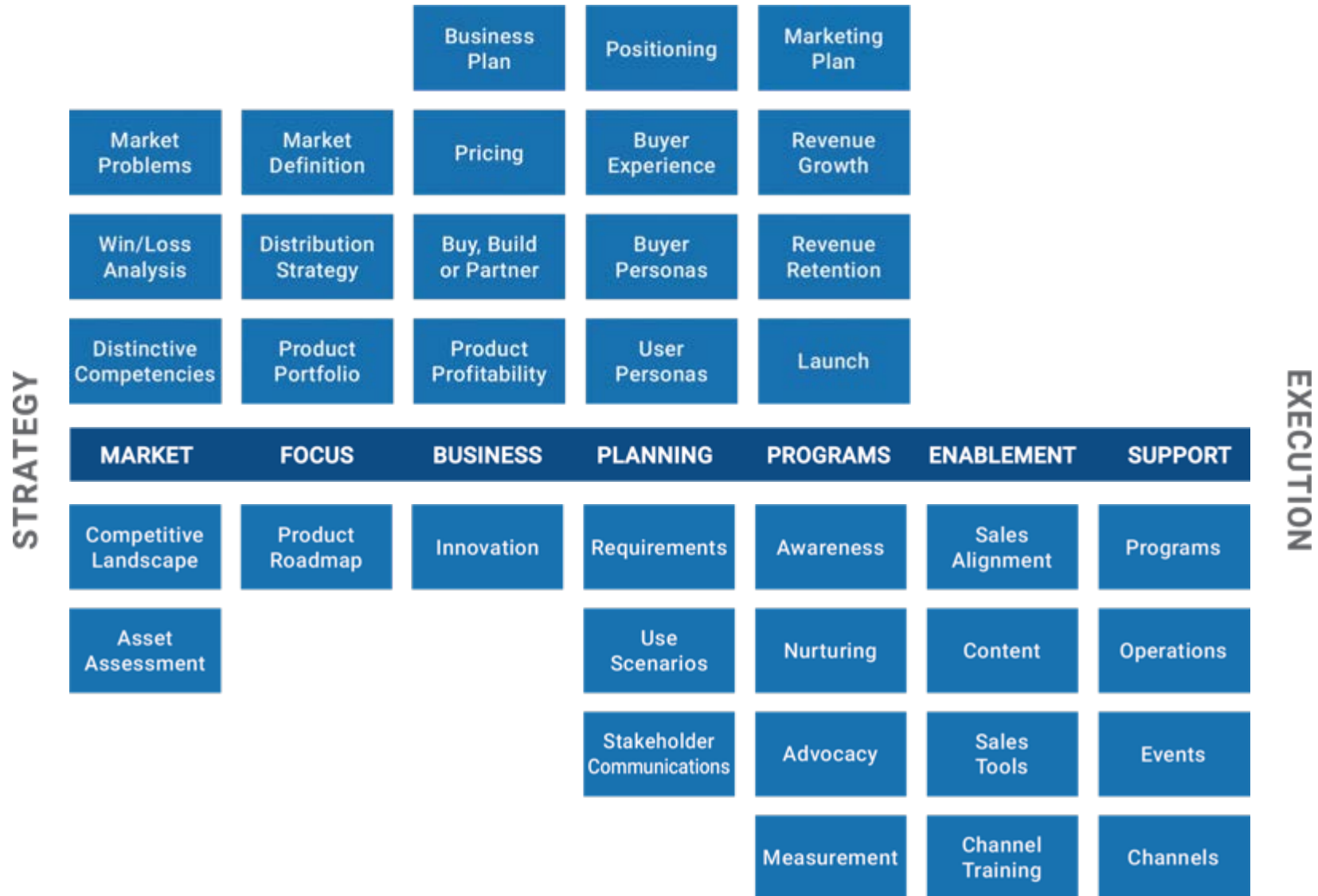


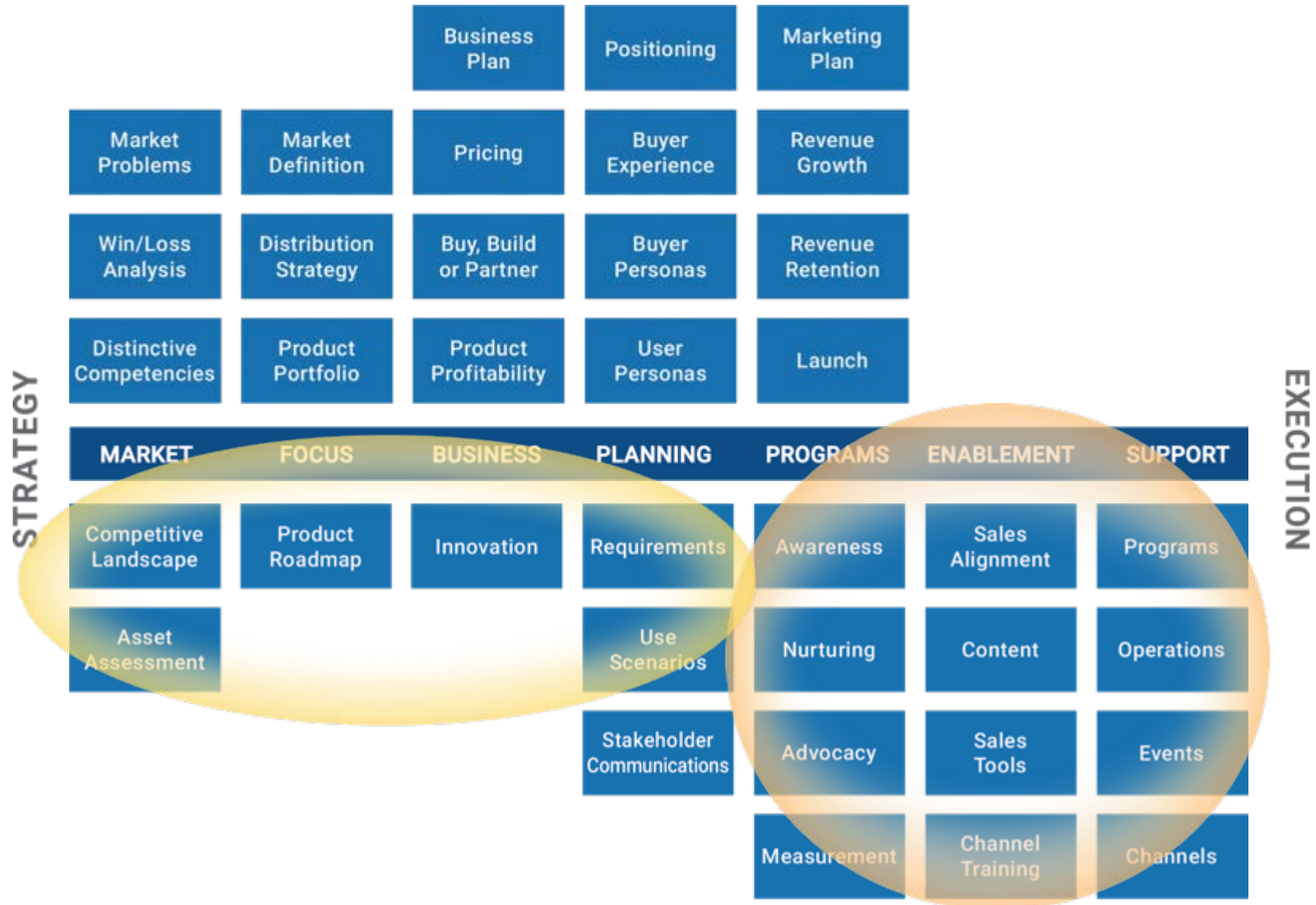
Organizational Alignment

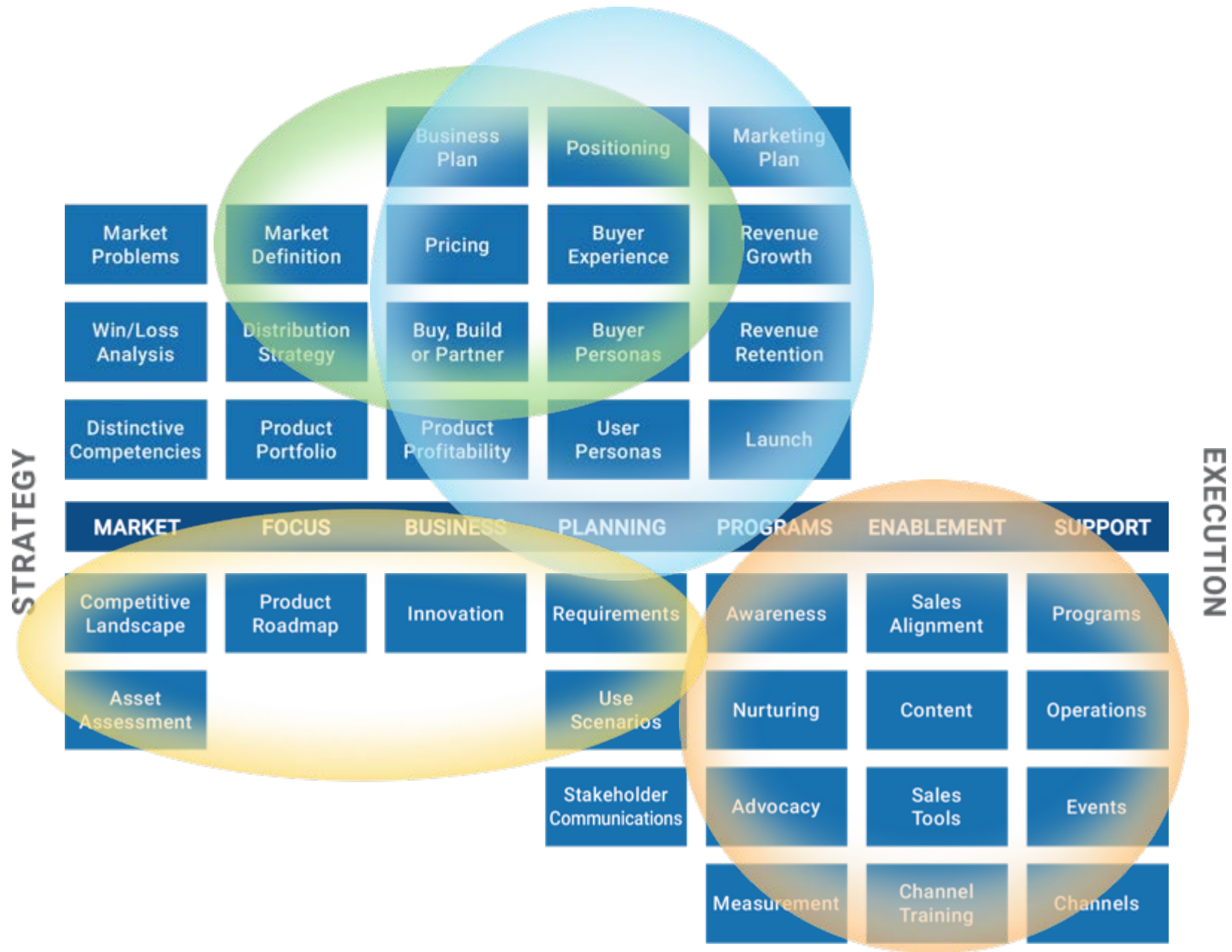
Resource Planning and Allocation

- Review current resource allocation
- Review desired allocation
- Establish clear ownership for each activity









Client Example





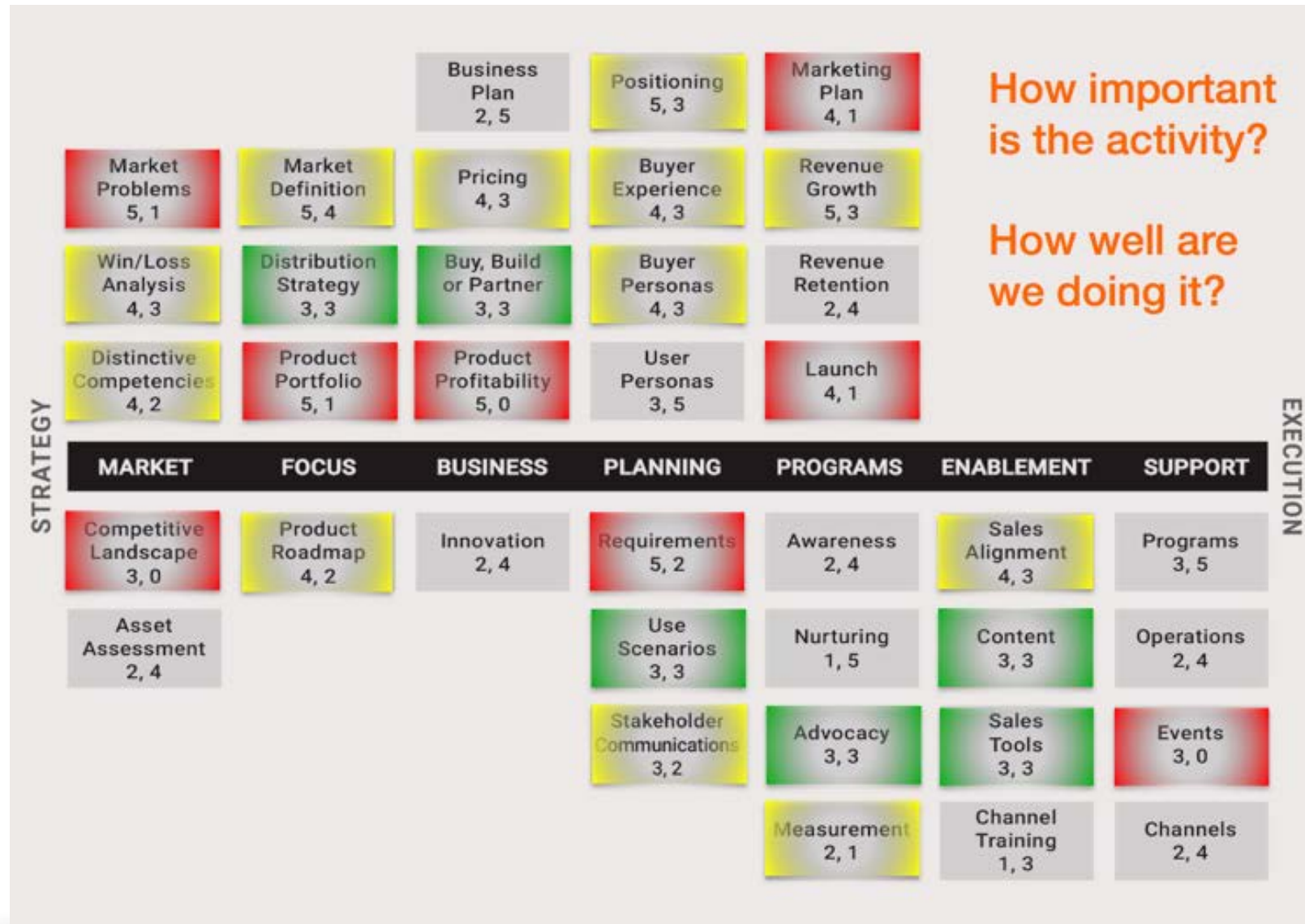
Prioritization Clarity

Gap Analysis Establishes Priorities



- Identifies critical needs
- Enables action plan
- Two key questions
 - ▶ How important is it?
 - ▶ How well are we doing?

Gap Analysis



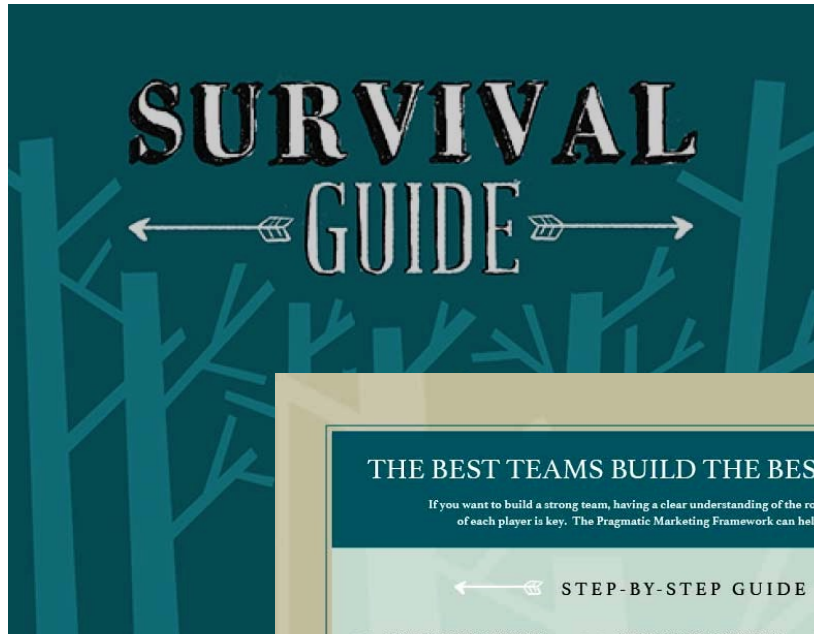


Final Thoughts

Success Enablers

- Shared future based on the problem
- Common vocabulary
- Allocate resources to drive organizational alignment
- Prioritize work to be done





THE BEST TEAMS BUILD THE BEST PRODUCTS.

If you want to build a strong team, having a clear understanding of the roles and responsibilities of each player is key. The Pragmatic Marketing Framework can help you do just that.

STEP-BY-STEP GUIDE

01 GATHER REPRESENTATIVES from each functional group: product management, marketing, sales, development, etc. (the broad array of attendees ensures a complete cross-functional assessment and understanding).

02 PROVIDE EACH FUNCTIONAL group with a different color highlighter or sticker.

03 MARK THE ACTIVITIES your team performs and then pass the survival guide to the next functional group.

04 REPEAT UNTIL ALL functional groups have marked their boxes.

05 STAND BACK AND take stock. Do you have overlap or gaps? Do you have multiple team members performing the same activity? Do you have empty boxes that indicate nobody is working on an activity?

06 FORMULATE YOUR PLAN of action. Spend time discussing and realigning team roles and responsibilities and picking a course of action. Remember: Many teams can be involved in an activity, but one must ultimately own it.

HELPFUL HINT: Allocate at least two hours for the exercise. The dialogue that it fosters and the creation of an action plan are as valuable as the assessment itself.

Pragmatic Marketing Framework™

The market-driven model for managing and marketing technology products

		Business Plan	Positioning	Marketing Plan	
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth	
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention	
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch	

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Want more help aligning your teams and empowering them to create and market truly remarkable products? We can help. Visit pragmaticmarketing.com or call 480.515.1411 today.

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pragmaticmarketing.com/guide

questions





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Thank You for attending!

Join us for next month's webinar:

Speaking with Confidence: Presentations and Pitches That Actually Work



JAN Distribution Strategy	FEB Channel Training	MAR Use Scenarios
APR Market Definition	MAY Personas	JUN Positioning
JULY Programs	AUG Buy, Build or Partner	SEP Awareness
OCT Measurement	NOV Buying Experiences	DEC Business Plan