

## Action Guide

### 379: Product strategy is changing. Are you ready?

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## Application Questions

1. How do you define strategy?
2. Describe a change in industry boundaries that impacts your organization.
3. What “game” is your company playing? How do you know it’s the right one?



## Actions to Take

### What to Do Now

- Think about who is part of your ecosystem. Consider how all the pieces come together to make your product work.
- Identify industry boundaries that are breaking and consider how those changes will impact your business.

### What to Do Soon

- Use value architecture to frame your value proposition in value-based categories.
- Use value inversion to consider which complementors may turn into substitutes.