

Action Guide

425: Three ways to escape gut-feeling and rapidly boost innovation to markets

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Application Questions

1. What data do you use to make product decisions?
2. What are your favorite questions to ask customers?
3. Do you have clarity on your company's strategy? How do you align your product strategy with your company's strategy?



Actions to Take

What to Do Now

- When you talk to customers, ask questions to find out what problems they face.
- Analyze the context of your product by looking for opportunities your competitors are missing, doing a PESTLE analysis, and aligning your product strategy with your company's strategy.

What to Do Soon

- Think about the Four-P Pyramid. How will caring about the product, people, and process help you make a profit?
- Remember innovation involves risks. Allow your team members to innovate and make mistakes.