

Transforming Towards
PRODUCT

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OTTO

Tipp24.com



wirecard



Fidelity

CHECK24



DEPOSIT
SOLUTIONS



ENGEL & VÖLKERS

Why
PRODUCT
TEAMS
need to be

INNOVATION
TEAMS



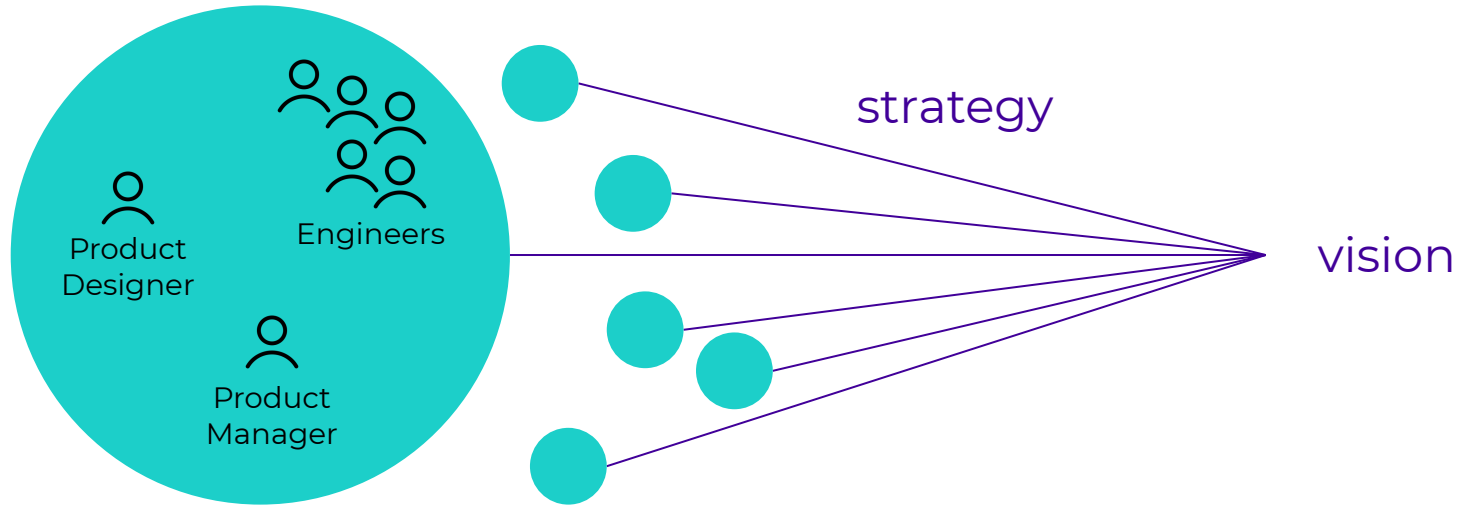
Pablo Martinez Monsivais/Evan Vu/AP

“

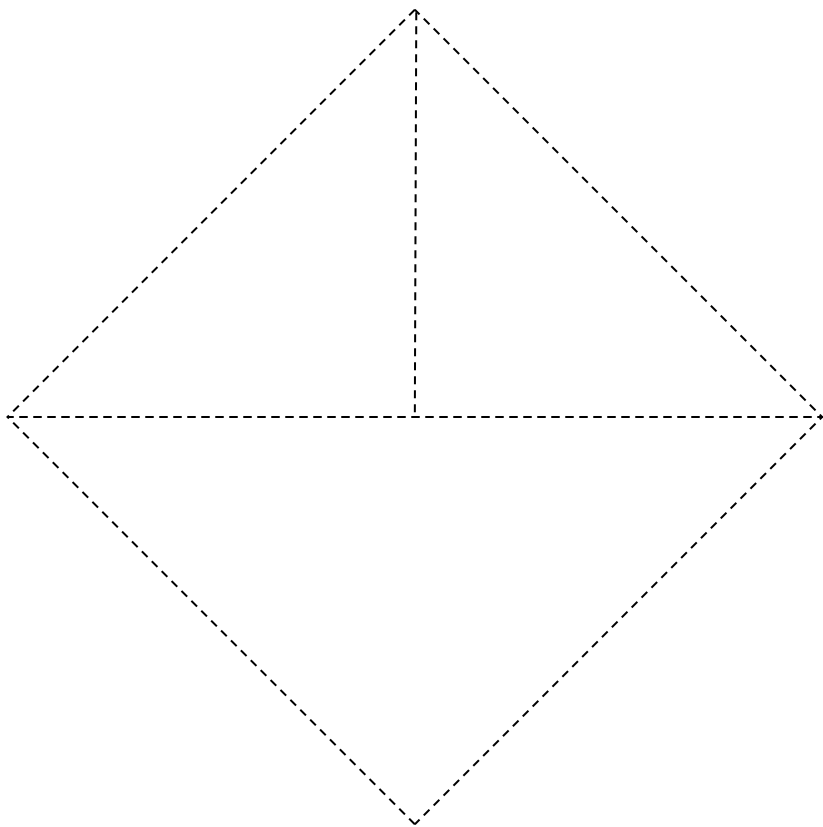
if we don't keep innovating,
someone will replace [us]

”

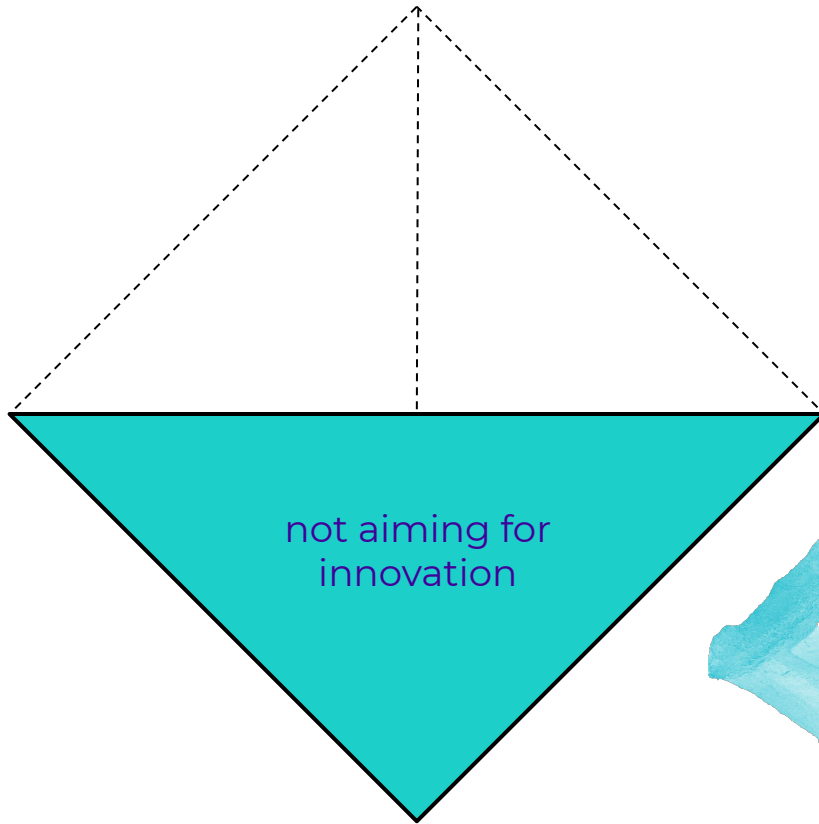
outside of strategy



outside of strategy

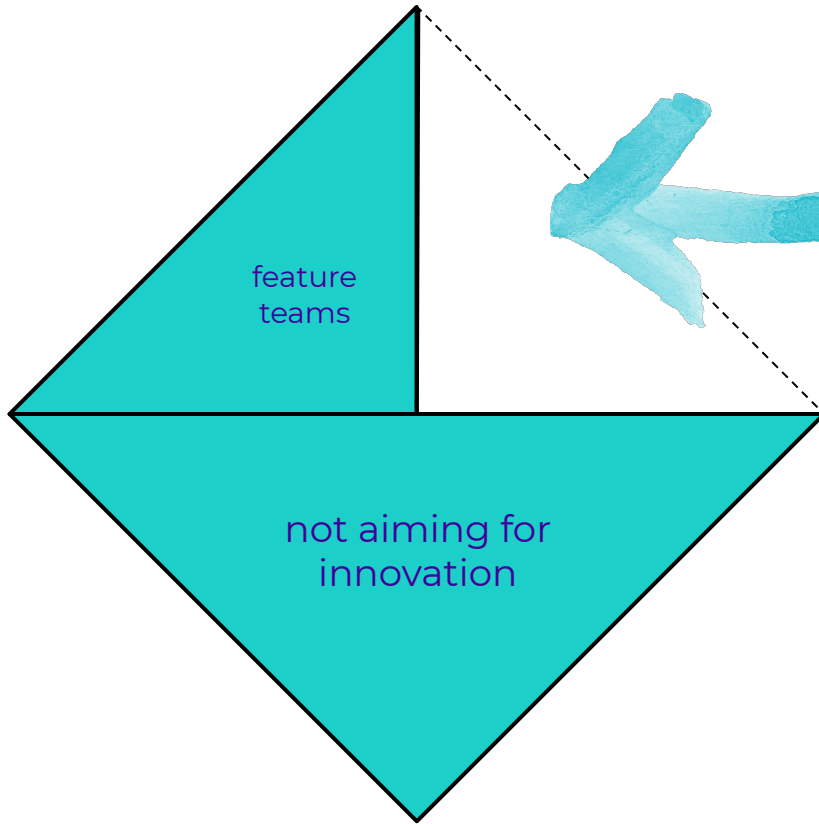


Three triangles
for three types of
companies



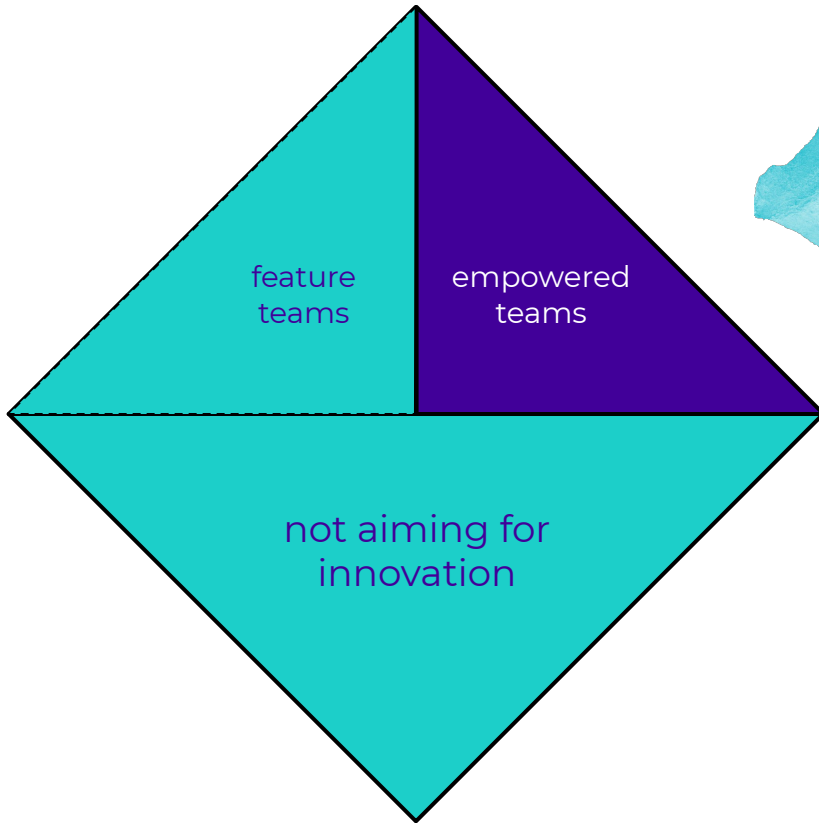
We can sort out those organisations, that do not aim for innovation.

aspire to innovate



Organisations that run feature teams don't innovate.

aspire to innovate



Product
Management

transforming towards product



start with the

EXECUTIVES

The **EXECUTIVES** need to learn and embrace how innovation can be facilitated best with products leveraging technology.



you need to
COACH IN TWO DIRECTIONS



The **PRODUCT MANAGERS and the teams** they are part of need to understand their role and be continuously trained to fill it.

VISION and strategy

FOCUS, not priorities

FUND TEAMS, not features

OUTCOMES, not output

books to dive deeper:



reach out to me:

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next steps