



Product Team Assessments

Assess the current state of your product organization's processes, roles, and capabilities.

Develop your product team's improvement plan

Many product teams report experiencing chaos in their processes and a lack of clarity around roles and responsibilities.

Other organizations are at an inflection point: setting a new strategic direction or shifting to a "product thinking" approach.

Regardless of your scenario—whether chaos or new strategy—it is critical to gain clarity in the current state of your product processes, roles, and team capabilities.

Our Product Team Assessments help you gain these insights with crucial conversations around your processes and artifacts, roles and responsibilities, and the current state of your team's skills.

Leverage these insights to develop your product team's improvement plan.

Product Team Assessments

Playbook. Document your current practices for product management—from idea to market. Determine your major documents, handoffs and points of friction. Standardize your team's deliverables with a product playbook.

Roles. Remove chaos with clearly defined roles and responsibilities—specifically in product management, product marketing, development, and marketing.

Performance. Gain insight into the current strengths and challenges of your product management and marketing organizations. Identify the skills gaps between current capabilities and future organization needs.

Product Team Assessments guide your professional development plans and ensure alignment and consistency for your product teams.