



Product Development Successes

<p>Bookmark 901.1</p>  <p>Charles Redding</p>	<p>Small Custom Software Company in Dallas Confidential Client</p>	<p>Got Software Company To Switch from “Activity / Tech Based Agile” Work Methods to “Product / Outcome / Results for Customer” Focus</p>	<ul style="list-style-type: none"> • Developing software for client to sell to consumer market • Problem: Technical Processes, Features, Activity focus not producing on time, on budget, happy customer. Team disagreements, ineffectiveness, not buying in to go-forward plan. • Solution: Change to “Product” (outcomes, customers, how use) focus • Results: Rapidly came to agreement on: <ul style="list-style-type: none"> ○ Features that matter, features that don’t, removed unneeded ○ Priority outcomes for customers ○ “Cool vs. Value”: Team bought in, focused on Value
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<p>Bookmark 901.2</p>  <p>Charles Redding</p>	<p>\$200 Million Unit of Large Manufacturing Company Confidential Client</p>	<p>Got Client Past Hype (“Digital Transformation”), the Illusion That Software Alone will Solve Problem, Silo Thinking to “Product / Outcome / Results for Customer” Focus</p>	<ul style="list-style-type: none"> • Problem: Bought software to “Go Digital” (Engineering Bill of Materials). Worked for the engineering silo but failure as Manufacturing Bill of Materials. • Solution: Change to a “product” view, looking at outcomes, results for customers, instead of tech feature, hype approach. • Results: Client heading in right direction of product / outcome / results focus for all instead of tech / hype /
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			software only / silo approach.
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<p>Bookmark 901.3</p>  <p>Charles Redding</p>	<p>Saudi Arabia Petro-Chemical Company Manufacturing Division Confidential Client</p>	<p>Multimillion Dollar Product Development Failure Using Same Process that had been Successful In Past. Exposed Root Problem as Different Approach Needed When Creating New Markets</p>	<p>Client created learning center for future executives, needed custom case studies for training to prevent problem in future.</p> <p>Custom case studies showed how process to develop product for expanding existing market is substantially different from process needed to “create new market”.</p> <p>Results: Next generation of leaders much better equipped to prevent failure.</p>
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