

Product Prioritisation Model

Objective for XXX: Launch Consulting Propositions

- Develop models that are repeatable and can be scaled to achieve a XX% conversion rate on sales pitches.
- Ensure consistent delivery to a high standard.

Product Success Criteria:

- Achieve predictable revenue with a target margin of [X]%
- Ensure predictable effort with a delivery confidence of [Y]%
- Clearly describe client value, aiming for a [Z]% client satisfaction rate.

Go / No-go Criteria

All propositions considered for our Product Roadmap will align with our Purpose and Strategy:

1. Purpose: Ensure the proposition aligns with firm purpose by checking the following:
 - a. Empowering everyone to excel at work.
 - b. Assisting ambitious leaders in large organizations to find and develop talent to meet their business objectives.
2. Strategy: Verify alignment with our strategic objectives:
 - a. Acquiring and expanding relationships with priority ("A") clients.
 - b. Utilizing consulting and technology to create products that generate recurring revenues and maximize the full potential of our "A" clients' workforces.
 - c. Appointing, retaining, and incentivizing individuals with the right skills and potential in critical roles.

Product Roadmap Qualification Criteria: 4 Factors

Proposition opportunities will be evaluated by the Product Team and a representative from Operational Company (OpCo), Operating Partners, and Client Partners. Each opportunity will be rated as high, medium, or low against the following criteria:

A. Revenue Impact

- Expected addition to short-term revenue (year 1) and medium-term revenue (year 3), with clear assumptions around price and volume.

B. Scalability

- Evaluate the ability to scale the proposition in our current business state, with a focus on growing associated revenue faster than associated costs.

- Identify opportunities for a desirable recurring revenue model.

C. Effort

- Quantify how much time, money, and other resources will be required to create and sell the proposition (e.g., in “person-months”).

D. Premium

- Assess whether the proposition justifies our high fees and contributes to our Intellectual Property (IP) and/or reputation for expertise.

While no specific scores or weights will be applied to the criteria, they are intended to facilitate a robust discussion, eliciting clear assumptions and rationales that can be documented to support and re-evaluate decisions about our Product Roadmap.

Opportunities: One-Page Strategy Overview

For each shortlisted opportunity, a one-page strategy overview will be created, answering the following questions:

- Vision: What is the purpose behind the solution? What positive change should it bring about for the users and buyers?
- Target Group: Who are the target buyers and users?
- Customer Needs: What urgent and expensive customer problem does the solution solve?
- Solution: What are the primary features of the solution? What differentiates it from alternative offerings?
- Business Goals: What are the business goals (e.g., revenue, new customers, improved profitability, etc.)?
- Competitive Analysis: How does the solution compare to existing market offerings?
- Risks and Mitigations: What potential challenges might be encountered and how will they be addressed?
- Timeline: What are the key milestones and timelines for developing and launching the product?

Products on the roadmap will undergo hypothesis testing to iterate the opportunity through our development process, with regular feedback from stakeholders to ensure continuous improvement and alignment with market needs.

Review and Update Cycle

The criteria and product roadmap will be reviewed and updated every [time period], ensuring that they remain relevant and aligned with the evolving business environment and market conditions.

Stakeholder Engagement

Stakeholders are encouraged to provide input and feedback through [specific mechanisms, e.g., regular meetings, surveys, etc.] to ensure that the product roadmap remains aligned with organizational objectives and market demands.