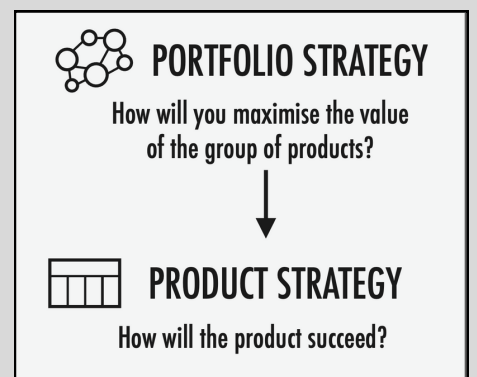


PRODUCT PORTFOLIO STRATEGY

IN A NUTSHELL

WHAT IS IT AND WHY DO YOU NEED IT?

A product portfolio strategy is a high-level plan that helps you maximise the value a group of products creates. It achieves this by setting overarching goals for the entire portfolio, which the individual products have to fulfil.



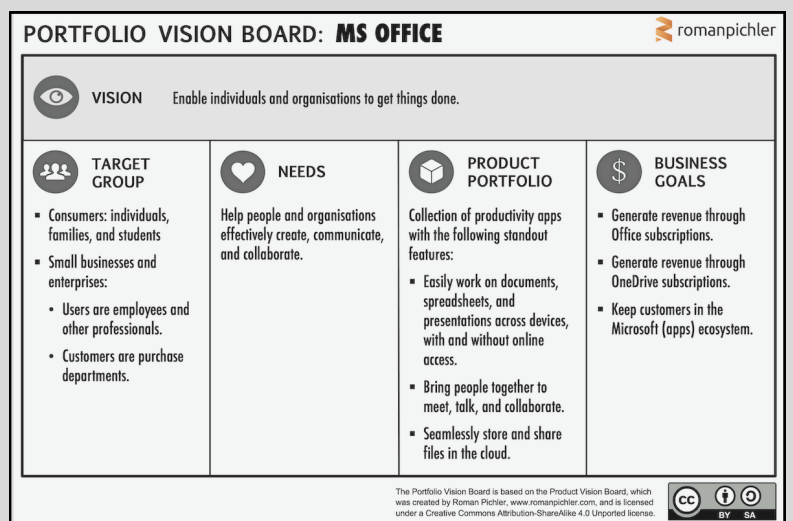
WHO SHOULD CREATE AND MANAGE IT?

A product portfolio manager, who might be the head of product, leads the portfolio management work. The individuals managing the products in the portfolio, dev team reps, and key stakeholders should join the effort to share their expertise. Together, they form the product portfolio team.



HOW CAN YOU CAPTURE IT?

You can use a variation of my Product Vision Board to capture the portfolio strategy as shown on the right. You can download the template for free from my website.



HOW DOES IT RELATE TO PORTFOLIO MANAGEMENT?

Creating and updating a product portfolio strategy should be part of the overall portfolio management work. The latter also includes additional activities like analysing and adjusting the portfolio using a tool like the Product Portfolio Matrix shown on the left.



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