



Product team coaching:

building products customer love

Having passion for an idea, a high degree of technical skill, adequate funding and leadership support is not enough to bring a product to market. Product teams can easily get distracted when dealing uncertainty.

A Google search will create even more confusion as methodologies such as lean startup, design thinking, business modelling and design sprints appear to be conflicting.

Creating a product or service that customers want requires discipline and a good understanding of available methodology options.

Having coached both startups and corporate product teams I have developed a 2 stage coaching program.

The first stage of the program focuses on uncovering the

desirability behind the product the team wants to bring to market. This stage requires weekly checkins with the team and is based on the design thinking and lean startup methodologies. The goal this first stage is to validate critical business assumption that will help the team reach problem-solution fit.

The second stage of coaching is designed around uncovering of the feasibility and viability aspects behind the product's business model. This stage focuses on doing more advance experiments and prototypes aiding the team to reach proof of concept status. Methodology wise this stage is employs lean startup, agile development, lean analytics and business model innovation.

In the interest of success, in both stages, the product team is

required to commit a minimum of one day per week to work on their idea.

The product team coaching is a fully immersive, learning-by-doing experience, where the participants get exposed to the latest tools and techniques, internalize a new mind set, all while developing a product ready for market success.

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