

# ***FROM YEARLY TO CONTINUOUS PLANNING***

***HOW LEAN PRODUCT MANAGEMENT  
CAN HELP YOU WORK BETTER***

# ABOUT ME

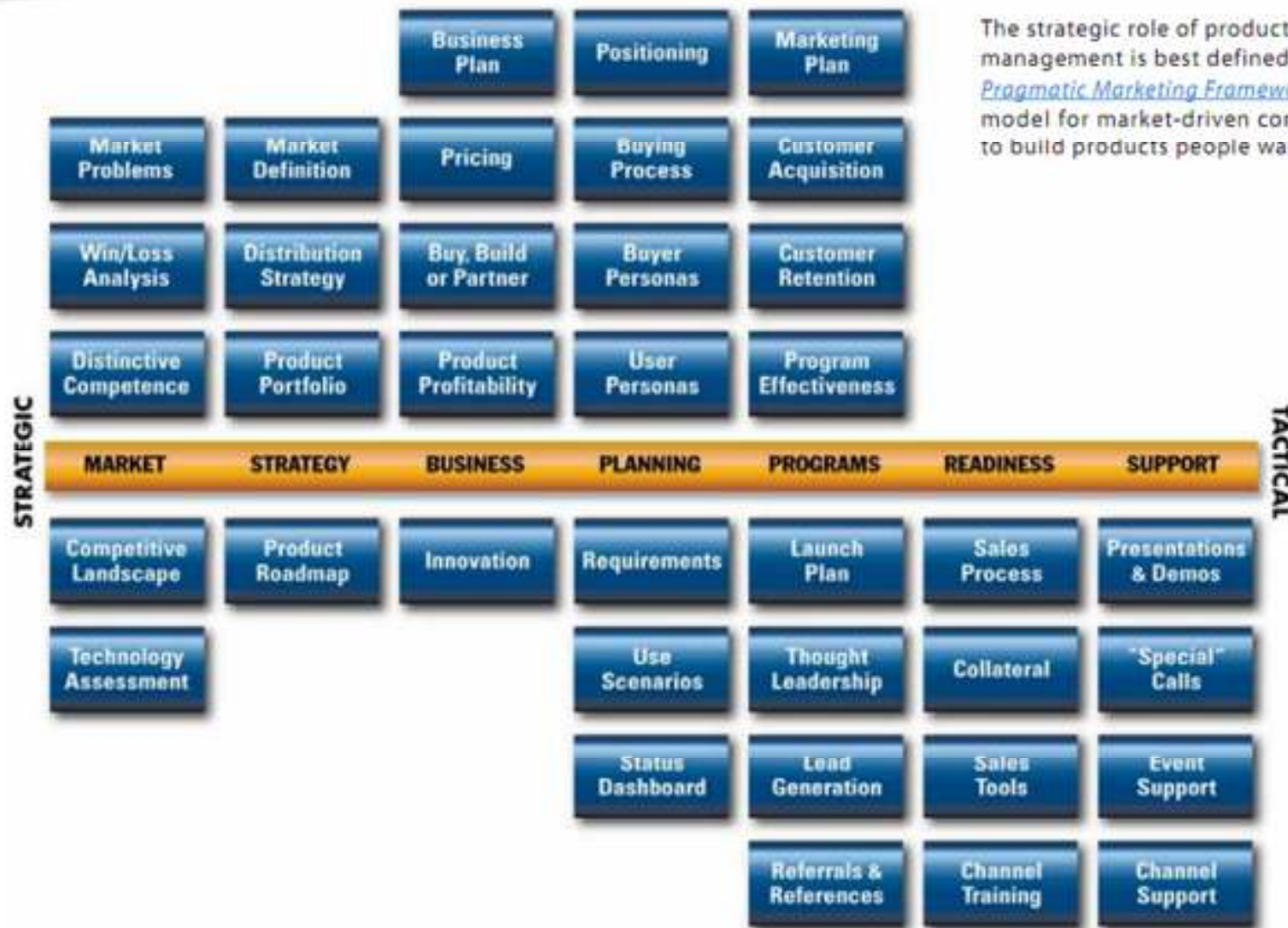
- **WORK AT AGILESPARKS**
- **OVER 15 YEARS EXPERIENCE IN R&D ORGANIZATIONS RANGING FROM PRODUCT DEVELOPMENT AND PROJECT MANAGEMENT TO PRODUCT MANAGEMENT.**
- **MARRIED WITH TWINS**
- **MA IN BUDDHISM AND EAST ASIAN CULTURES**
- **SECOND DEGREE BLACK BELT IN IAIDO AND JODO**
- **FIND ME ON:**
  - **[INBAR@AGILESPARKS.COM](mailto:INBAR@AGILESPARKS.COM)**
  - **[HTTP://WWW.LINKEDIN.COM/IN/INBAROREN](http://www.linkedin.com/in/inbaroren)**
  - **[HTTP://WWW.LEANSAMURAI.COM](http://www.leansamurai.com)**



# LEAN PRODUCT MANAGEMENT



# STRATEGIC ROLE OF PRODUCT MANAGEMENT

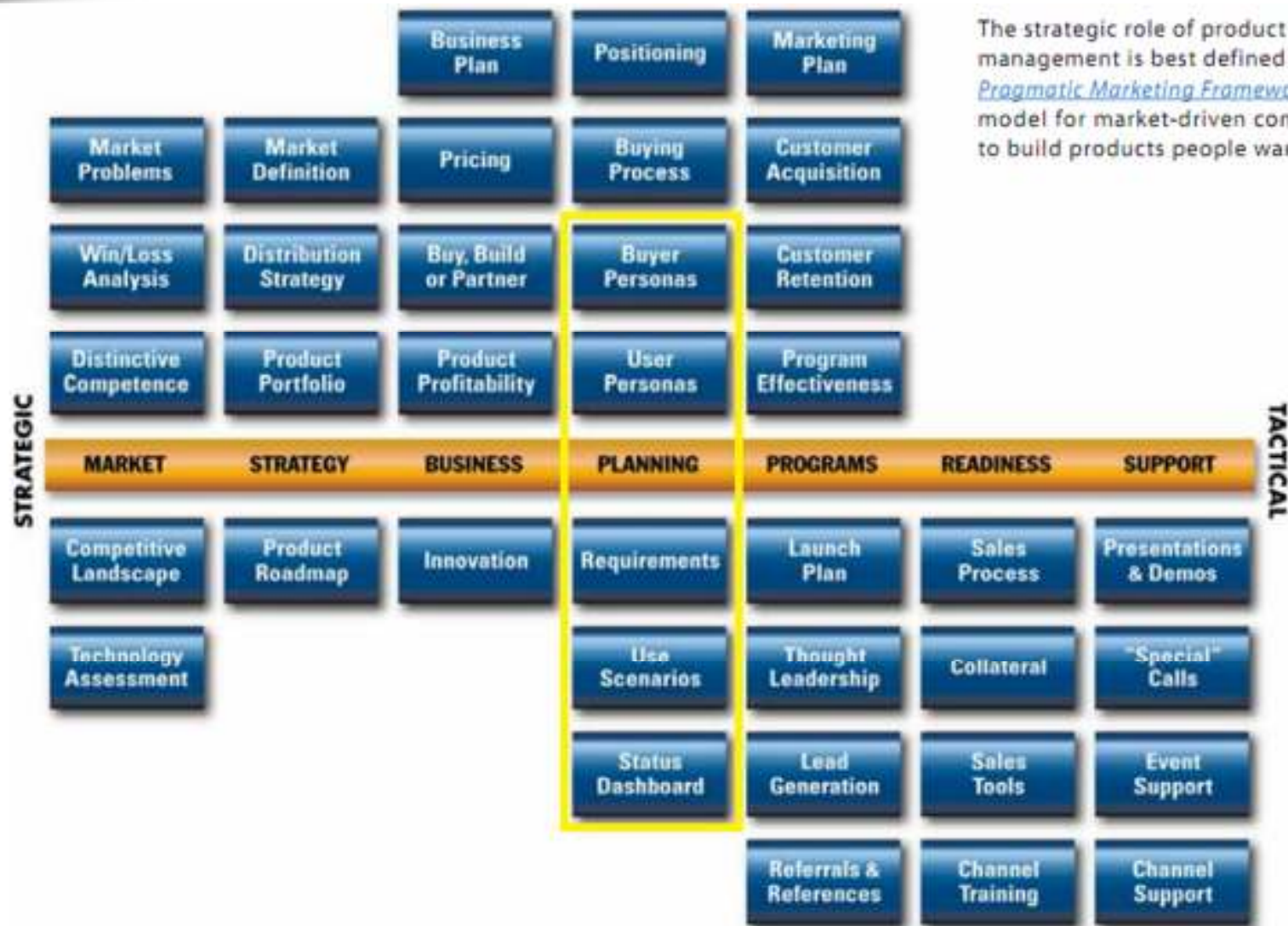


The strategic role of product management is best defined by the [Pragmatic Marketing Framework](#), a model for market-driven companies to build products people want to buy.

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# THE ROLE OF PM IN AGILE



The strategic role of product management is best defined by the [Pragmatic Marketing Framework](#), a model for market-driven companies to build products people want to buy.

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# THE VALUE STREAM





# WHO MANAGES THE VALUE STREAM?



# THE CHIEF ENGINEER





# MANAGING END 2 END



# MANAGING THE UPSTREAM



# MANAGING THE DOWNSTREAM





# CUSTOMERS



# REMOVING WASTE





# WHAT IS YEARLY PLANNING?





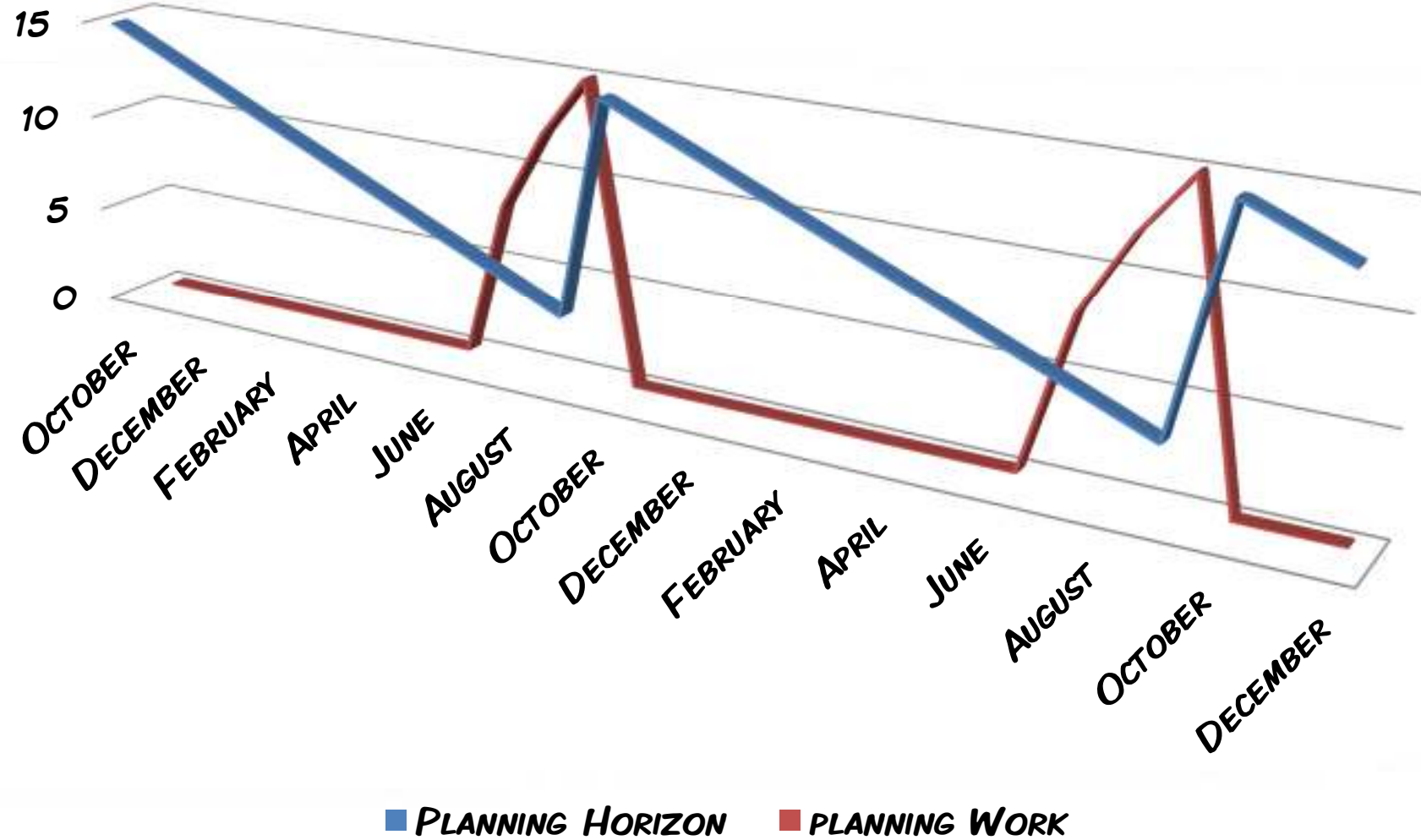
# WHY WE DO IT?



# THE DISAPPEARING PO



# MURA & MURI





# MUDA



# NO FLOW



# SO WHAT NOW?

The Google logo is centered on the page, featuring its characteristic multi-colored letters: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

What Now?

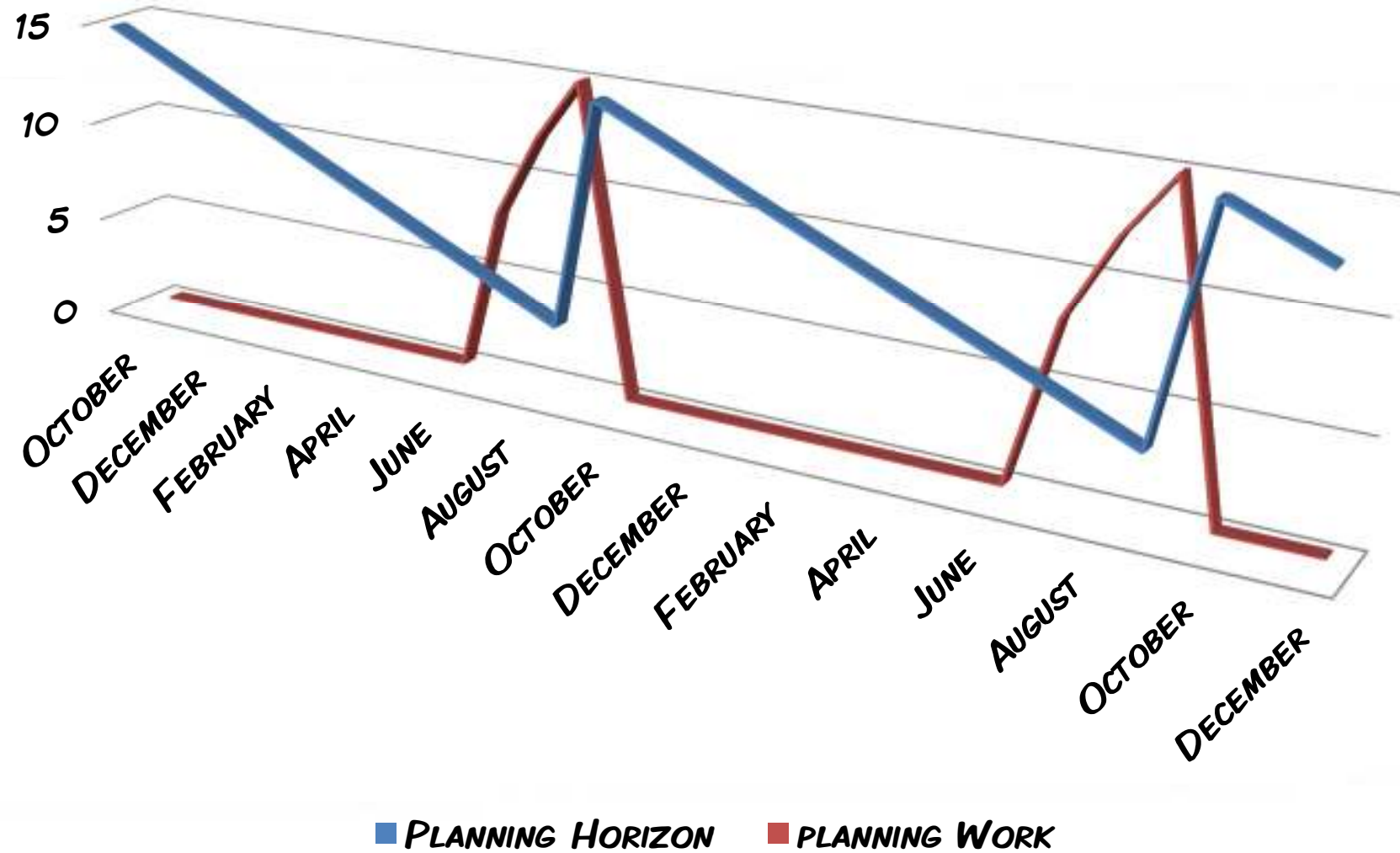
[Advanced search](#)  
[Language tools](#)

Google Search

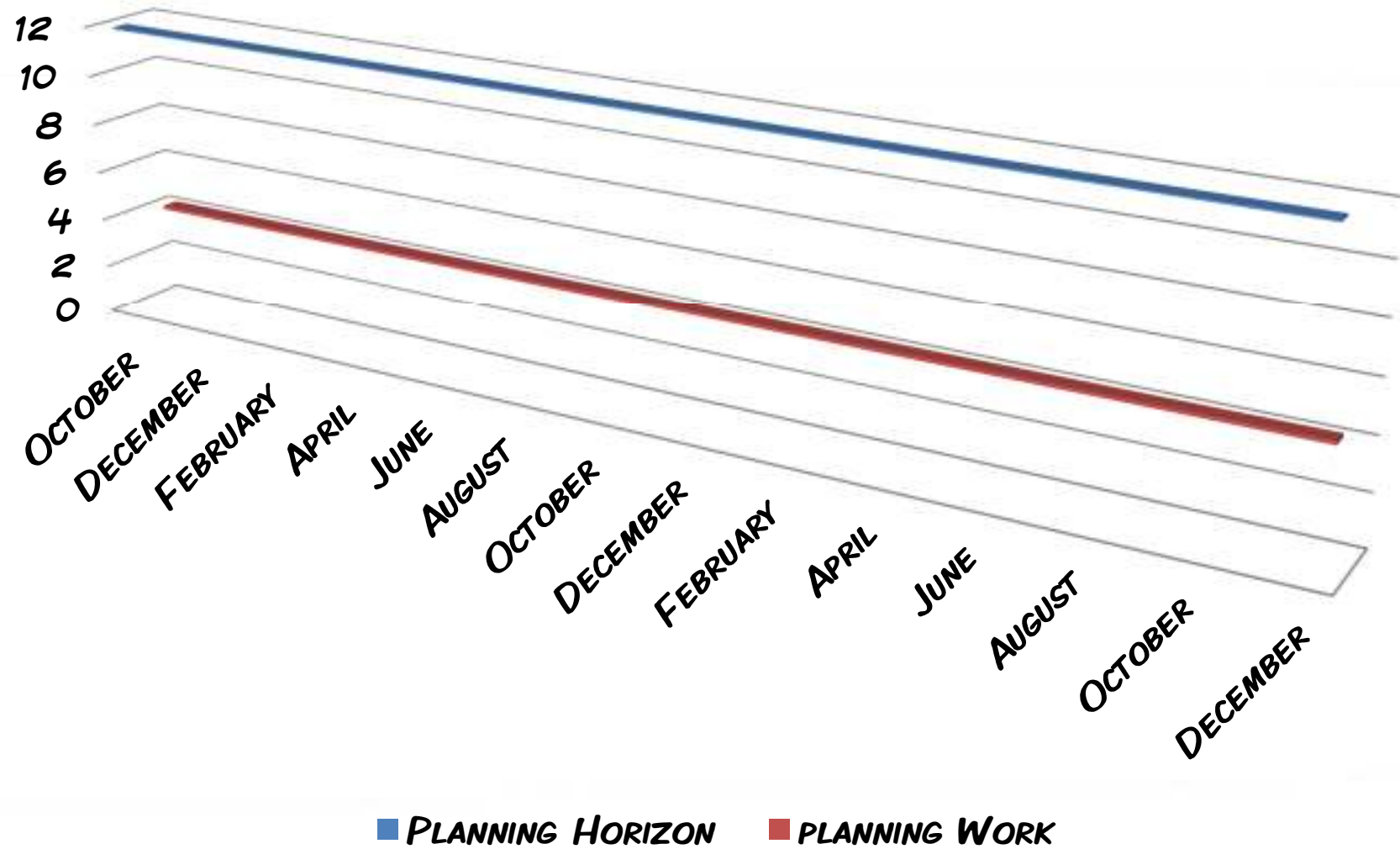
I'm Feeling Lucky



# CURRENT STATE



# FUTURE STATE



# CADENCE





# CONSTANT VISIBILITY



# FLOW





# KAIZEN & KAIKAKU





# **BACK TO LEAN PRODUCT MANAGEMENT**

**LEAN PRODUCT MANAGEMENT FOCUSES ON REDUCING  
TIME-TO-MARKET AND INCREASING CUSTOMER  
SATISFACTION, BY LOOKING AT REDUCING WASTE FROM THE  
COMPLETE VALUE STREAM**

**A LEAN PRODUCT MANAGER ACTS AS THE CEO OF HIS  
PRODUCT AND SEEKS TO OVERSEE, AND IMPROVE THE  
ENTIRE VALUE STREAM**

# WHAT TO DO NOW?



# ARE WE THERE YET?





# LEAN PRODUCT MANAGEMENT COURSE

- **LEAN THINKING**
- **COMMON WASTES AND HOW TO HANDLE THEM**
- **PRODUCT MANAGEMENT AS AN AGILE TEAM**
- **LEARNING TO SEE END TO END**
- **HELPING SUPPLIERS AND CUSTOMERS BECOME LEAN**
- **EMPOWERING THE PRODUCT MANAGEMENT ORGANIZATION**
- **PRODUCT MANAGEMENT STANDARDIZED WORK AND CHECKLISTS**
- **VISUAL MANAGEMENT**

# THANK YOU

- [INBAR@AGILESPARKS.COM](mailto:INBAR@AGILESPARKS.COM)
- [HTTP://WWW.LEANSAMURAI.COM](http://www.LEANSAMURAI.COM)
- *!AGILE ON LINKEDIN*

# IMAGES

Lean Product Management - <http://www.flickr.com/photos/lifeontheedge/2077384723>

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