

# Product Accelerator

Get to root problems faster to unlock business value

## Why a Product Accelerator?

Evolving market forces and customer expectations demand products adapt and teams innovate at a pace few products can actually pull off. Product Managers face **constantly moving milestones**, bloated and **overly complex roadmaps**, and rigid enterprise systems that leave the business **unable to experiment and react** to evolving needs.

The goals of our Product Accelerator are simple:

- [ 1 ] Accelerate the product roadmap / time-to-value
- [ 2 ] Empower the business to scale and innovate
- [ 3 ] Align investments with meaningful outcomes

Our six (6) week Program Accelerator identifies and triages critical business challenges exactly like these that are impacting the business's ability to meet both customer needs and also established organization objectives.

By addressing underlying root causes related to alignment, relevance, and velocity, we work collaboratively with your teams to operationalize efficiencies and unlock meaningful business value through higher-performing teams, enhanced customer experiences, and improved overall business agility.

## Common Challenges



- Constantly moving milestones
- Bloated or overly complex roadmaps
- Lack of requirement prioritization, decision rights, and accountability
- Unmet customer or stakeholder needs
- Slow sales— misalignment of product to market value stream
- Inability to experiment / test easily
- Lack of R&D structure to accelerate product innovation
- Huge and growing backlog / lack of meaningful progress
- Quality control challenges
- Lack of cross-functional communication mechanisms
- Teams focused on systems and features vs. outcomes
- Unclear role definition, accountability, and responsibilities

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We came to Intevity with the goal of improving the performance of our delivery models and processes. Intevity exceeded expectations by a level of 20.

— WuXi NextCODE

VP Global IT Operations, John Saitta



## How does a Product Accelerator work?

We deploy a small, senior team of management consultants and experience strategists for six (6) weeks to work collaboratively with your team(s) to assess a product within your organization. This begins by our team working closely with your organization to understand the product's current state and then conduct a gap analysis to quantify the distance between the product's current state and its desired future state. From there, our team collaborates with internal cross-functional teams to uncover the root causes of the product's biggest challenges and roadmap a path to solve them.

We partner with your stakeholders every step of the way to understand their organizational priorities and concerns and ensure the product produces the right amount of business value for buy-in.

While each accelerator is unique and designed to address the specific challenges of an organization, the process generally flows through the following stages:



## Actionable outcomes

We are practitioners as well as strategists, we end every Accelerator with understandable and actionable next steps for continued improvement. Depending on your product goals, this may include a clearly written vision and cascading goals for different levels of your organization, new steering committee and governance frameworks, a re-balanced portfolio strategy, identified risks for triage, prioritization frameworks, scorecards for tracking measurables, and / or new team structures or roles to better align to support product goals.

We know that things change once rubber hits the road—that's why we bake in 30- and 60-day adjustment sessions into all of our Accelerator Programs to see what has changed and refine the guidance / plan.

**Intevity is a digitally-focused management consultancy that takes organizations from Strategy to Execution.**

Since 2003, we have been delivering world-class service to Fortune 500 companies across Financial Services, Insurance, Retail, and Technology Industries, as well as Federal Government Agencies. Through design thinking, pattern recognition, and deep technical acumen, we execute end-to-end solutions around meaningful business outcomes.

