Projects to Products
The Evolution of Project Management

Industry Insights

5 stages of adopting a product operating model

Stage	Percentage
1. Starting Out – Laying the groundwork and making initial changes	16%
2. Experimenting – Actively testing and refining the organization's approach	41%
3. Expanding – Scaling successful product-oriented practices across the enterprise	32%
4. Operationalizing – Integrating the principles of product-oriented management into an organization's day-to-day operations, processes, and culture	10%
5. Approaching Maturity – Refinement, optimization, and embedding the product-oriented approach deeply into the organization's DNA	2%

Source: 2024 State of the Industry Report - Project to Product

Industry Insights

5 stages of adopting a product operating model

1. Starting Out Laying the groundwork and making initial changes	**2. Experimenting** Actively testing and refining the organization's approach	**3. Expanding** Scaling successful product-oriented practices across the enterprise	**4. Operationalizing** Integrating the principles of product-oriented management into an organization's day-to-day operations, processes, and culture	**5. Approaching Maturity** Refinement, optimization, and embedding the product-oriented approach deeply into the organization's DNA
16%	41%	32%	10%	2%

50% of respondents forecast that in five years, **over 80% of their work** will be product-oriented – a **60% increase** from today.

Source: 2024 State of the Industry Report - Project to Product
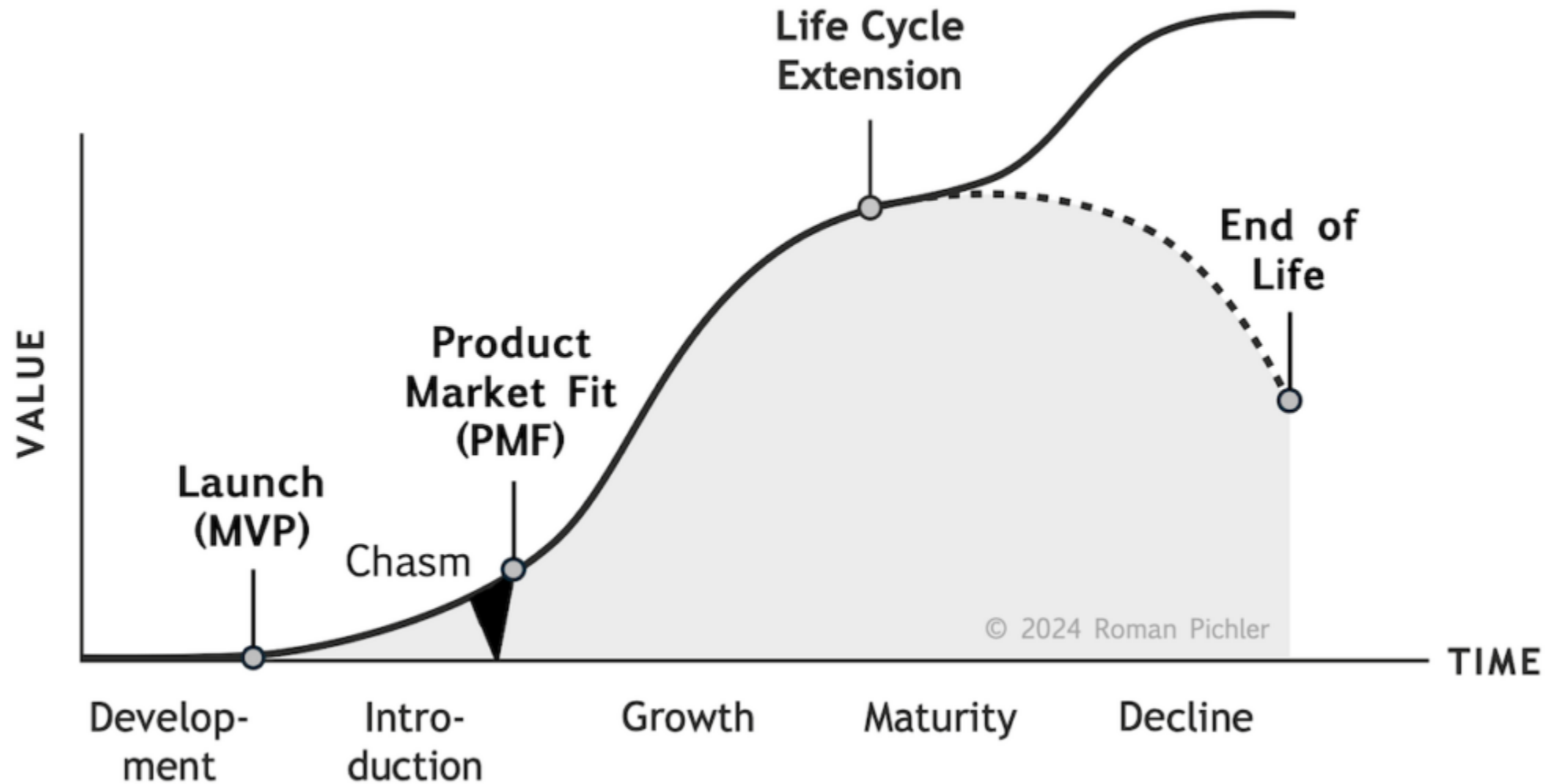
Google Search Trends

AI Adoption Process will Fuel AI Transformations
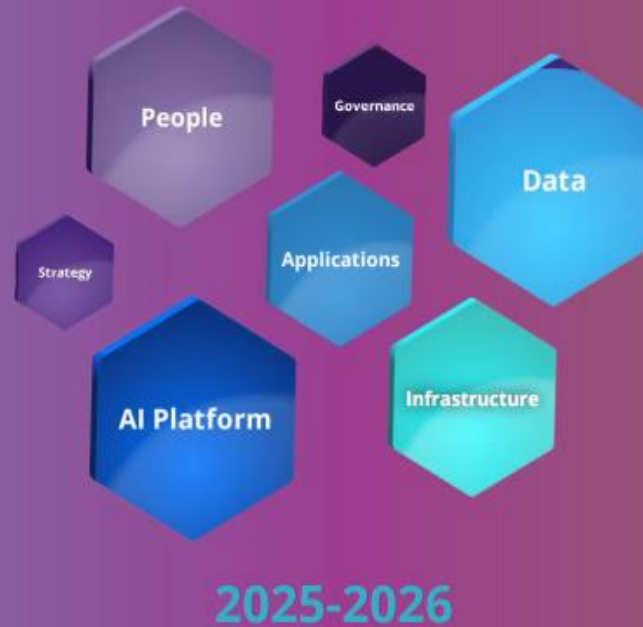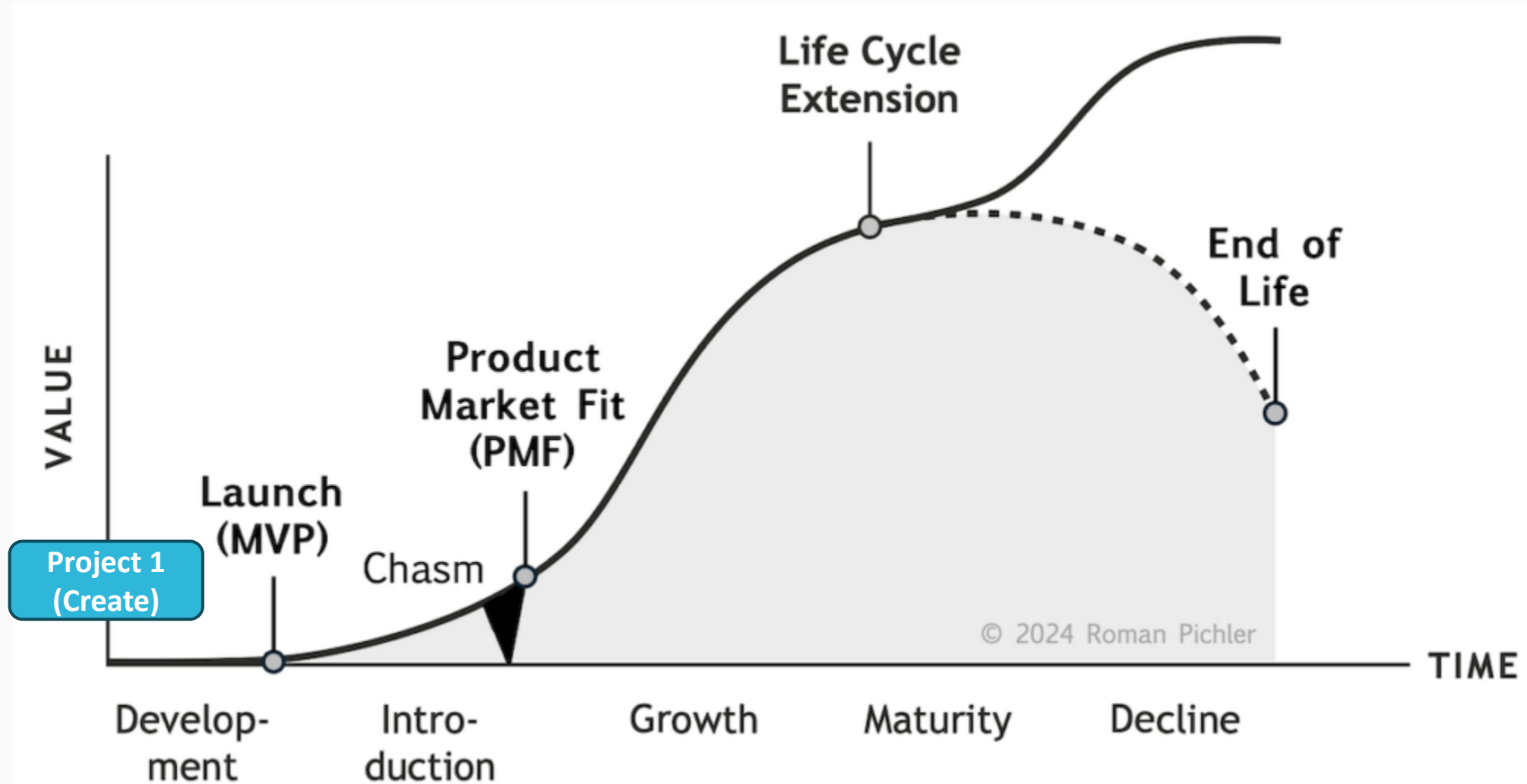
What is a Product?

A product is **an item or service that meets a customer's desire or solves a problem they have.**

Product Lifecycle
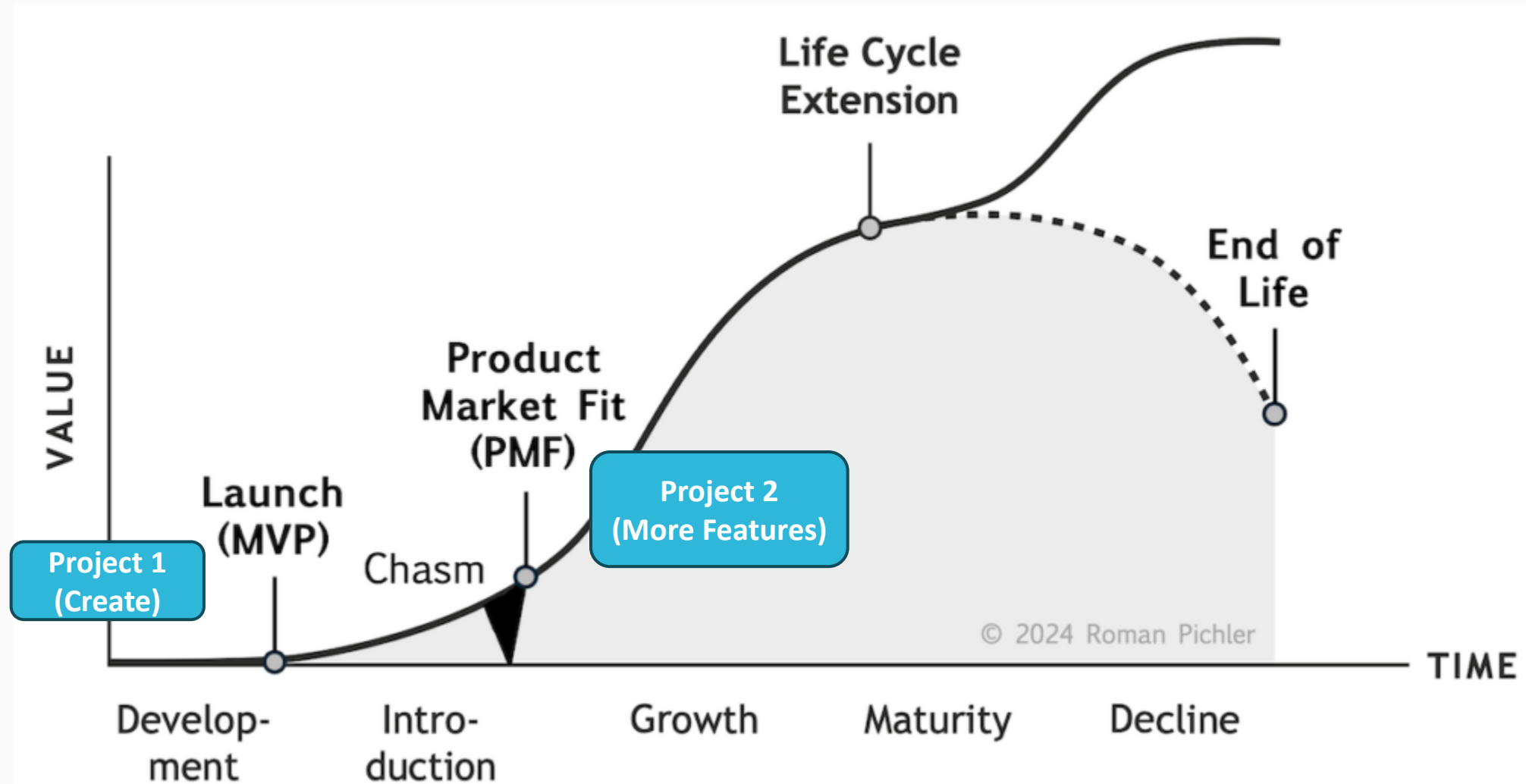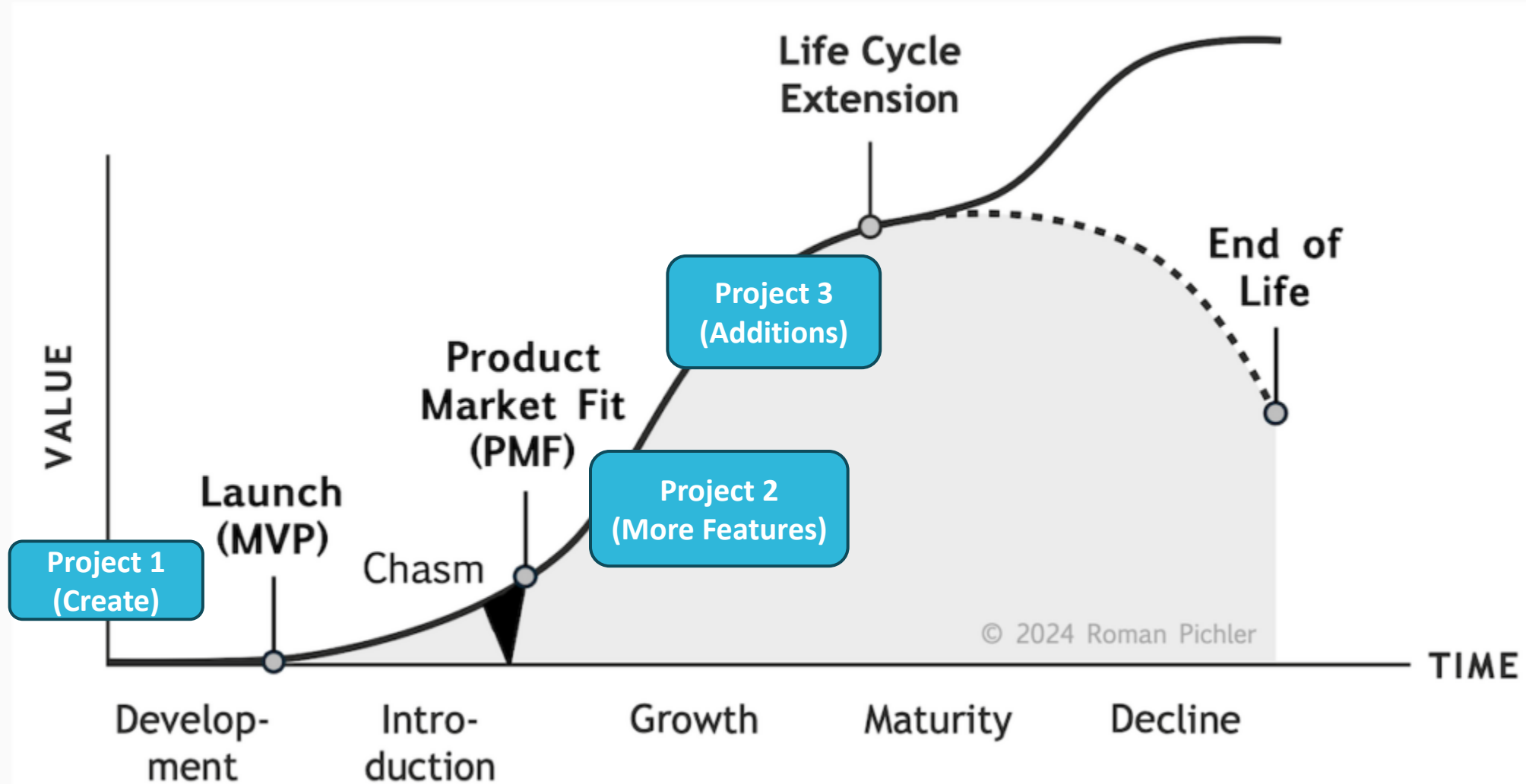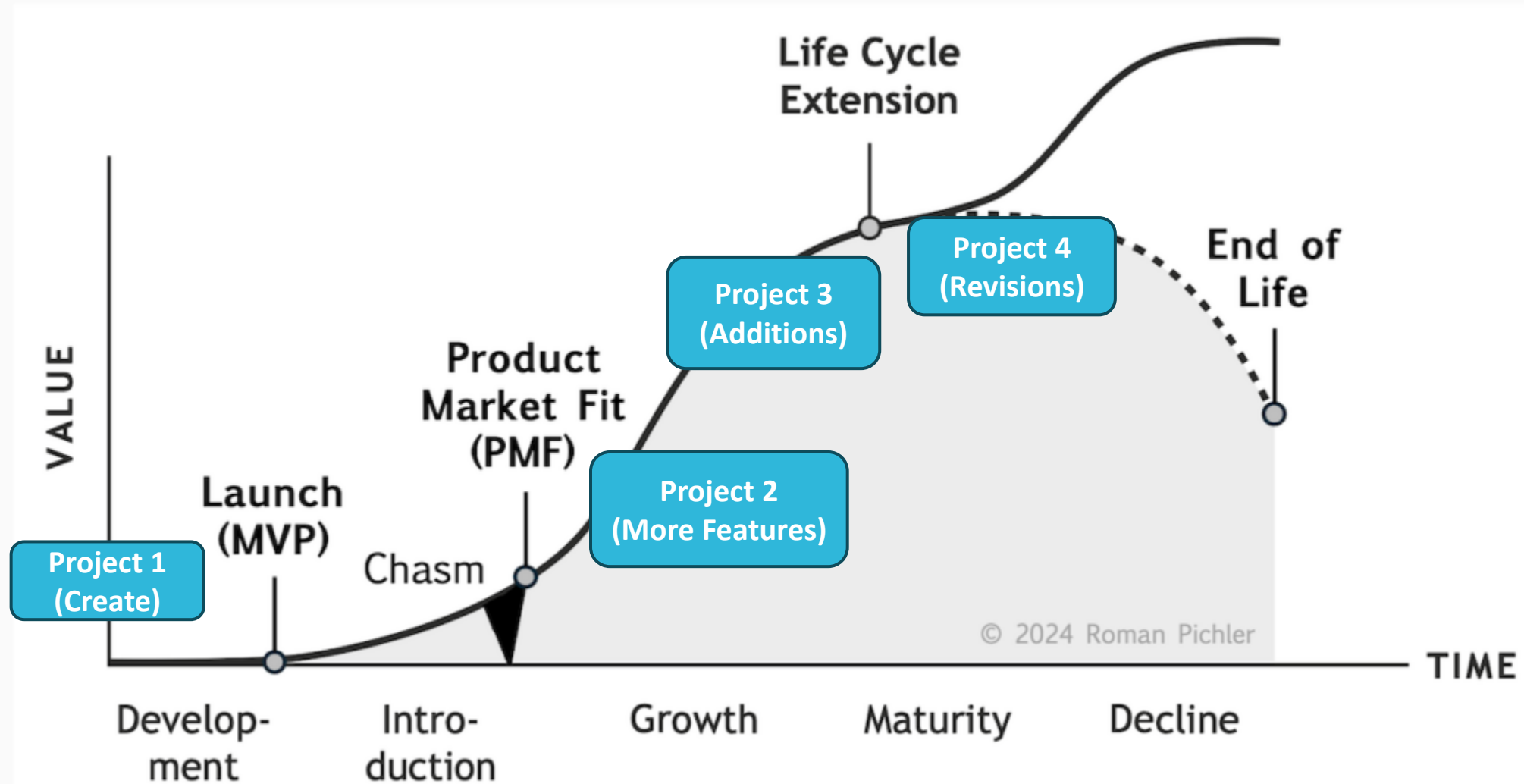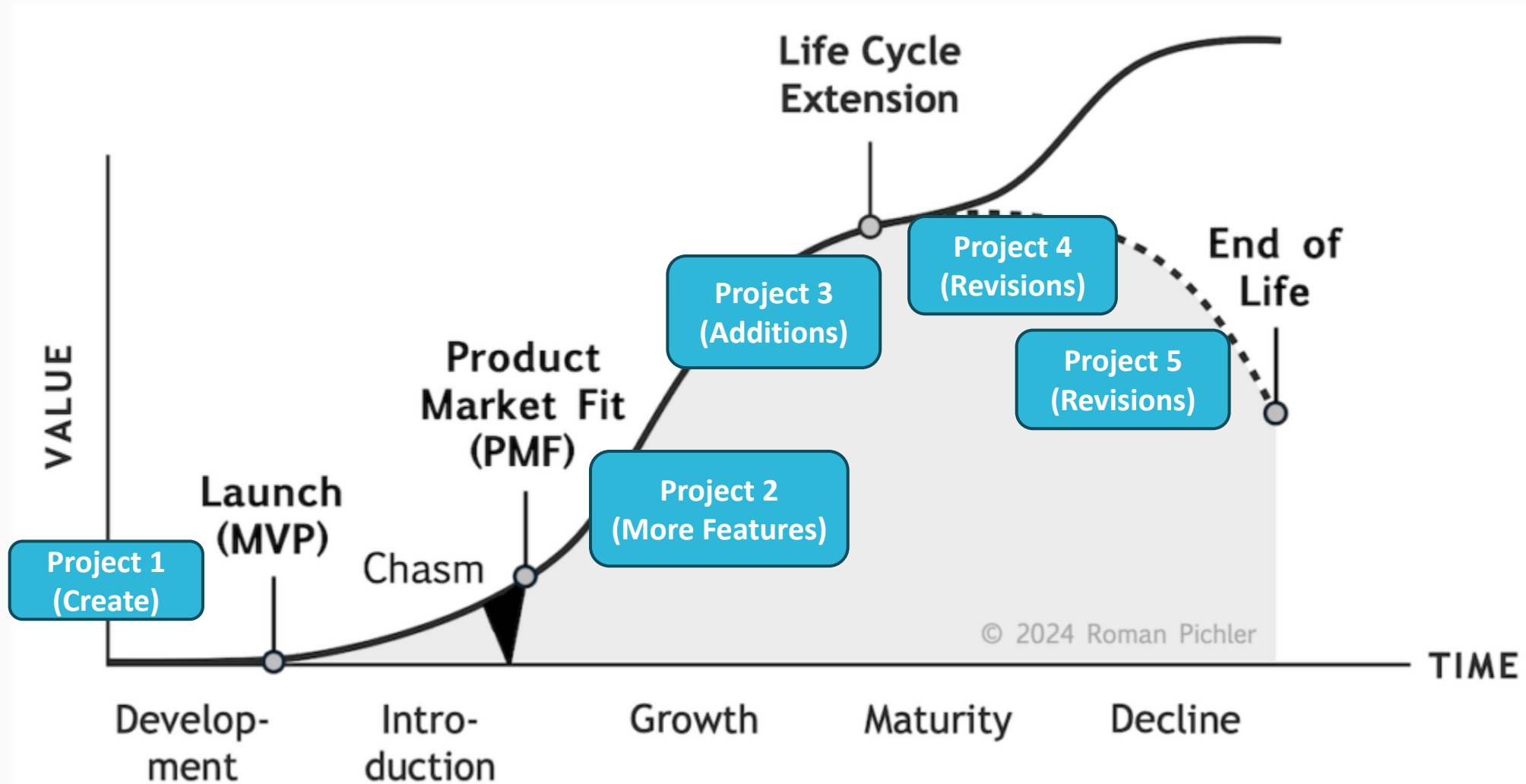
Product Lifecycle

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Product Lifecycle

VALUE

Life Cycle Extension

End of Life

Product Market Fit (PMF)

Launch (MVP)

Chasm

Project 1 (Create)

Project 2 (More Features)

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TIME

Develop-ment · Intro-duction · Growth · Maturity · Decline

Product Lifecycle

Product Lifecycle

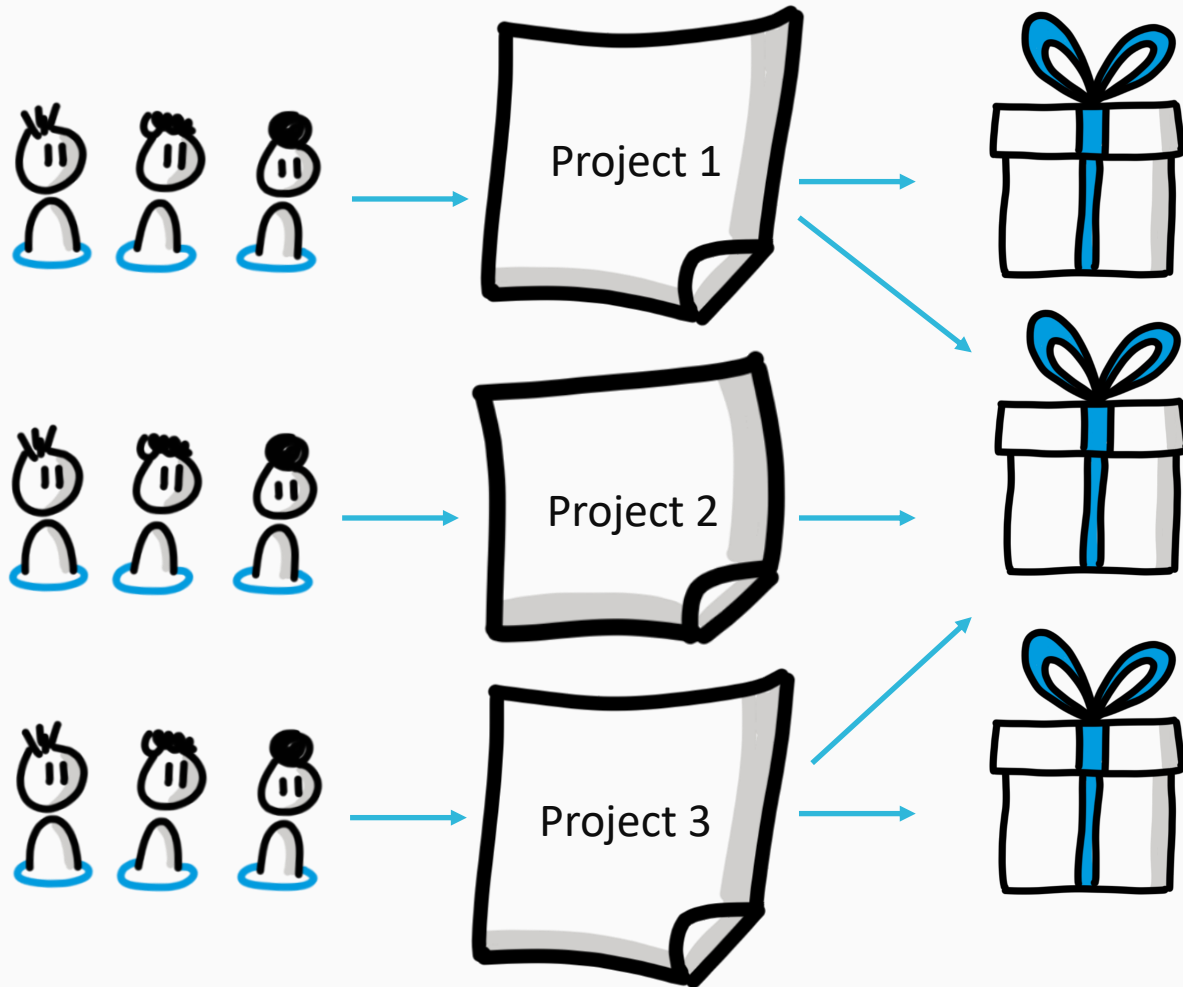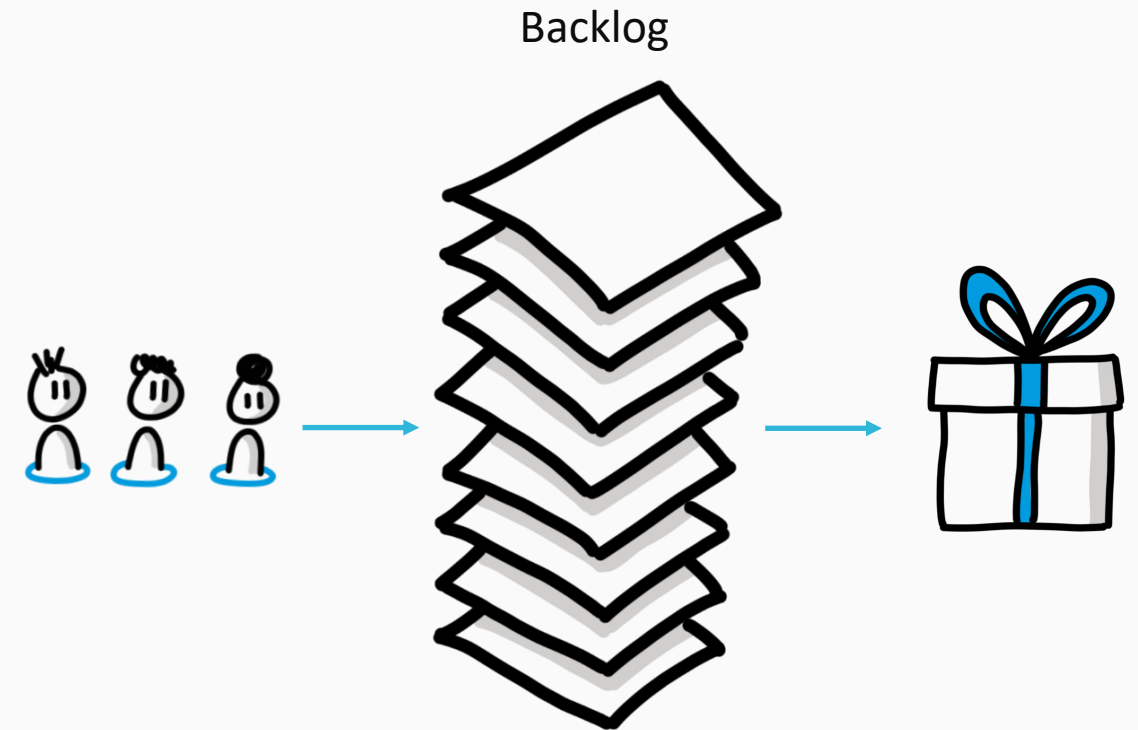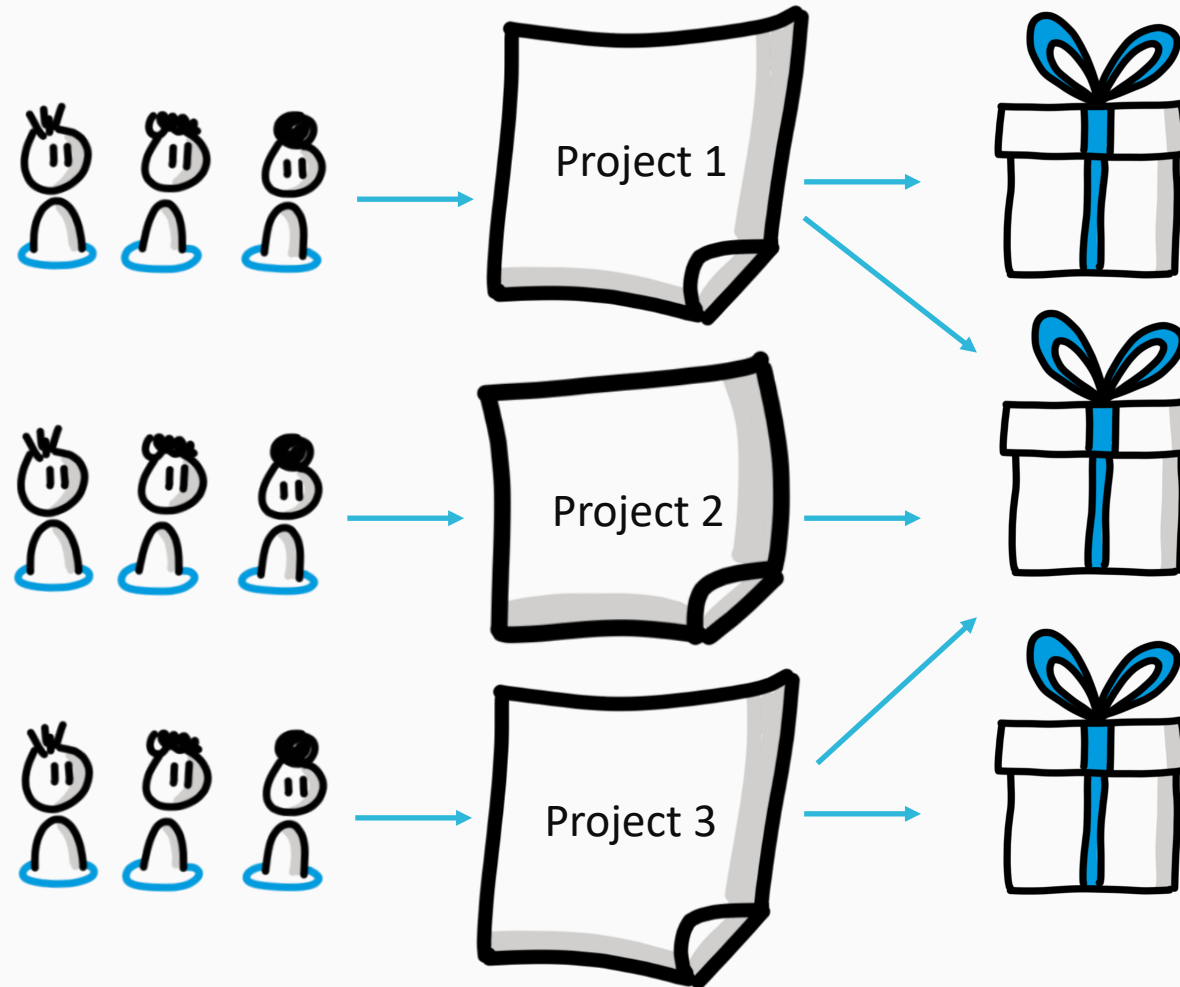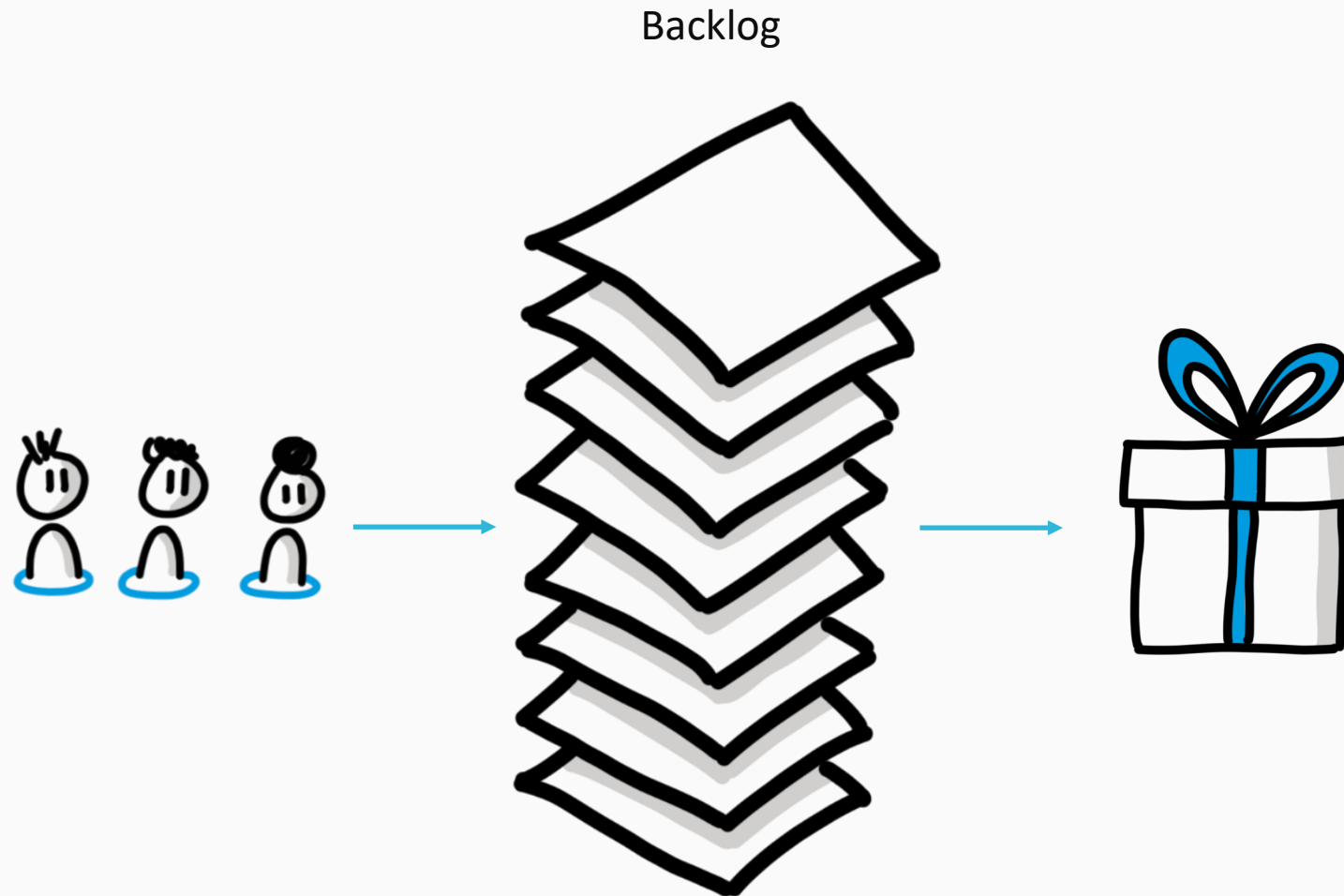# Product Lifecycle
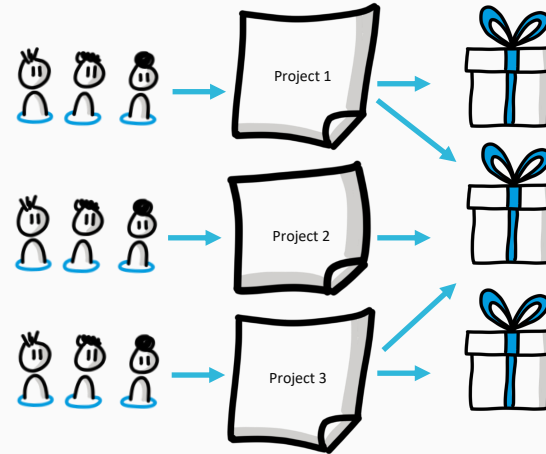
Product Lifecycle

Project Thinking

Product Thinking

Backlog

Project Thinking

Product Thinking

Backlog
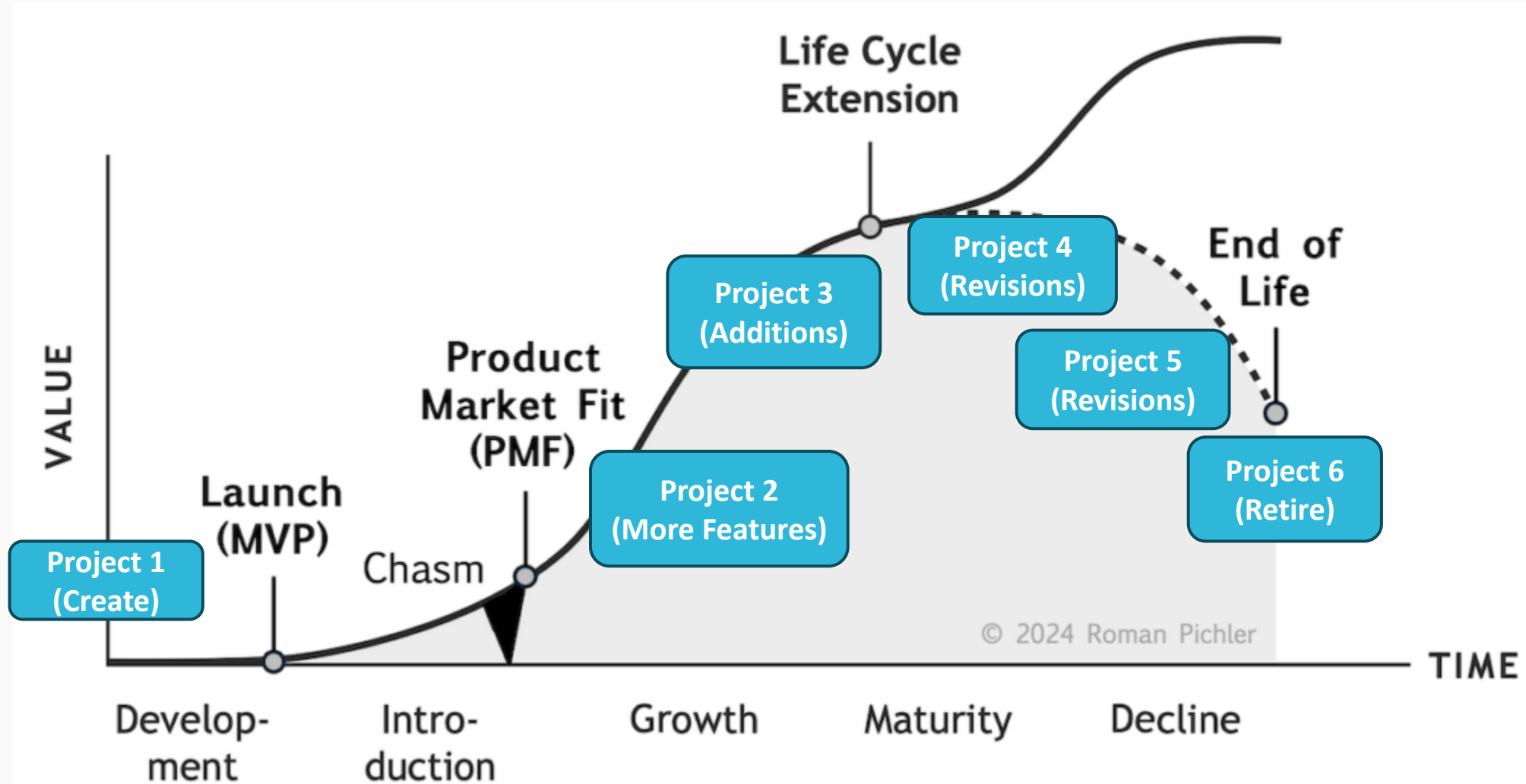
Project Thinking

Product Thinking
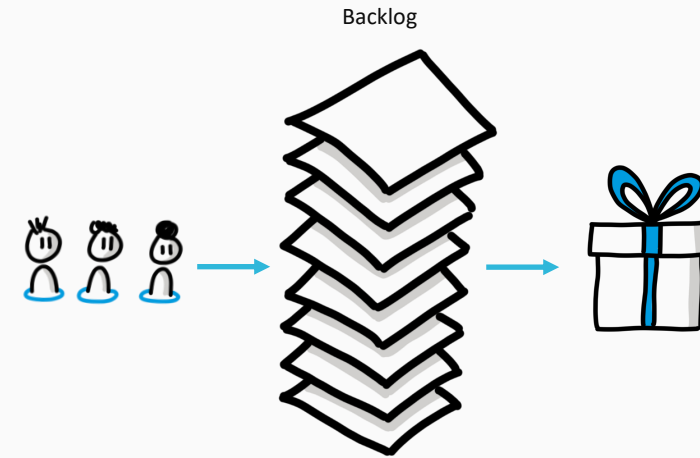
	Project Thinking	Product Thinking
Focus	Delivering a specific output	Delivering ongoing value
Timeframe	Fixed start and end	Continuous evolution
Success Measure	On-time, on-budget delivery	Customer satisfaction and outcomes
Mindset	Temporary initiative	Long-term, customer-centric vision

Q&A