# Product Management Consulting Services

Product Management Consulting Services

Small Engagements.Â  Big Impact

Our â€œkeep it simpleâ€• philosophy is the cornerstone of everything we do to help organizations fuel growth.Â  To that end, we offer a variety of consulting services that deliver high impact in a short timeframe.Â  Our consulting services focus on the following areas:

- Product organizations - structure, roles & responsibilities
- Markets and strategy
- Product road mapping and planning
- Problem discovery and developing requirements
- Positioning, messaging, product presentations and demos
- User groups and steering committees
- Rollouts and product launches

Product Organization Structure

- Create an organization where roles and responsibilities are clearly defined and the overall team is structured so each position, personality type and skill set complements the others for maximum proficiency. The key to any successful process is the people.

Markets & Strategy

- Create a comprehensive view of your target markets in a simple format.Â  The deliverable becomes the basis for all business decisions and business cases.
- Create a strategic roadmap based on the most lucrative market opportunities.Â  Itâ€™s the equivalent of a bulls-eye that aligns every part of the organization with the top priorities so everyone can easily contribute for faster success.

Product Road Mapping & Planning

- Develop a high level product managmenet roadmap that supports your top market priorities.Â  Product priority debates all but come to an end.

- Create release plans that follow your product roadmap.Â Â  Itâ€™s a simple business plan that identifies product capabilities to be delivered and their value to your organization as well as the market.

Problem Discovery & Developing Requirements

- Good problem discovery techniques are the lynchpin in determining needs that drive future product direction.Â  We can teach you the techniques using a simple but structured discipline.Â

- Developing Requirements - From high level market issues to the most granular of product requirements and everything in between.Â  See our Requirements Value Chain.Â  Top to bottom requirements represent the core competency of your organization.Â  Weâ€™ll help you take a simple approach that results in better products as well as higher performing, sales, marketing, services and support organizations.Â  Itâ€™s not as much about the product as you might think.

Positioning, Messaging, Presentations & Demos

- Develop your value story once and deliver it consistently in both written and verbal format.Â  Weâ€™ll help you craft the message in plain simple English and script the story in a way thatâ€™s easy for everyone to understand and deliver.Â  The key to a powerful message is simplicity.

User Groups & Steering Committees

- These forums can easily turn into gripe sessions where nothing gets accomplished.Â  Get more value from these meetings with our expert facilitation techniques to make sure the right questions are being asked and the most pressing issues are extracted.

Rollouts & Launches

- There is a difference between rollout and launch.Â  Rollouts focus on internal readiness while launches focus on external communication of your successes.Â  ZIGZAG Marketing can help you succeed at both.

Please contact us
to learn more about our Product Management Consulting Services.