

One-Day Requirements Workshop

An interactive workshop for cross-functional teams that are charged with defining the requirements for products or services.



Why This Works:

The MIDIOR Requirements Workshop is all about getting your team better prepared to define requirements so that you are more likely to end up with the right product at the right time, with the right features for the right market. Studies suggest that the overall success rate for new products is well below 50% which means that at least half of your investment in product development will be lost. Yet very little effort is invested to increase the odds of new product success.

While the marketplace has become crowded with tools and methodologies for eliciting, capturing and managing requirements, experience tells us that although those tools are useful, they do not address the underlying challenges of pinning down the detailed needs and priorities for products. Defining and prioritizing requirements is hard work, made harder by the fact that it is a collaborative effort that depends on a fuzzy combination of facts, opinions, projections and guesses about the future. MIDIOR's approach is to tackle that ambiguity at the start of every product initiative.

A critical mistake made by many product teams is to define detailed requirements without first establishing context. Without adequate context, teams can waste valuable time debating opinions instead of evaluating facts and establishing priorities against market needs and corporate goals. Workshop participants will spend time identifying, capturing and agreeing upon key elements of the product plan as a group including goals, vocabulary, business model, customer segmentation and competitive advantages. Research and "in-the-trenches" experience demonstrates that it is a team's alignment around these core assumptions that best correlates with product success rather than adherence to any particular development methodology. The MIDIOR Requirements Workshop is the fastest way for your team to establish product context and get to work on actionable priorities requirements for their product initiative.

Who Should Attend?

Any cross functional team developing products or services in a range of industries from industrial products to cloud computing, from financial services to nonprofits. Come prepared for a rigorous, fast-paced session designed to build skills and address issues specific to the team.

PRICE: **\$4995** For up to five participants

REGISTRATION: **Phone 617.864.8813**

Agenda:

BEGIN AT THE BEGINNING (30 min)
Why getting the right requirements makes all the difference.

RECALIBRATING REQUIREMENTS (45 min)
Understand the process for getting the right requirements (vs. getting requirements right)

BUSINESS MODEL (45 min)
A working session centered on the team's product initiative. The team will develop the product mission, declare specific goals, identify buying constituencies and establish the business case.

MARKET & OPPORTUNITY (60 min)
In this session, the team will use the MIDIOR Market Mapping tool to address questions about segmentation and distinguish true opportunities

CAPABILITIES & PROPRIETARY ADVANTAGE (60 min)
The team will use the MIDIOR Product Capabilities Scorecard to establish priorities and a hierarchy of requirements .

CORE TEAM, MANAGEMENT & METRICS (60 min)
The final session of the day is focused on key success factors and techniques tailored to your team and your company's internal processes. We'll organize the team around the roles needed for product success and define the skills that are in place and those that require development.

WRAP UP, RECAP, ACTION PLAN (30 min)
The Workshop concludes with a review and discussion of key takeaways and action steps.

This Workshop will increase the success rate for new product initiatives and turbo-charge your team's productivity.

MIDIOR
CONSULTING

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