

# Den produktledede organisation

En illusion eller værd at gå efter?

Vi starter lige om lidt





# Hvem er jeg?

**Peter Lindberg**

**Produkt Konsulent/Coach**

**Undervisning**

- Scrum / Agile
- Core leadership
- Product Leadership (in Practice)
- ...

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# Temaer i webinar

Hvorfor et webinar om den produktledede organisation?

Hvad er et produkt egentlig, og hvorfor organisere sig efter det?

Product-led

Hvad er udfordringerne?

Hvad er mulighederne?



**Poll: Hvad har fået dig til at tilmelde dig  
dagens webinar?**

**Hvorfor et webinar om den produkt-ledede  
organisation?**



**Lad os starte med “produkt”**



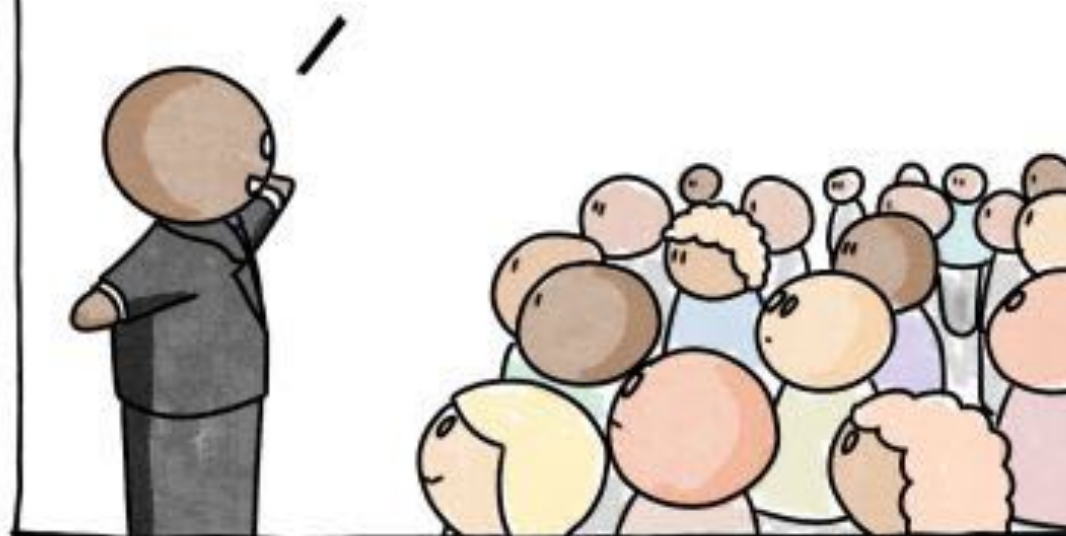
# Virkeligheden mange steder...

## Comic Agilé

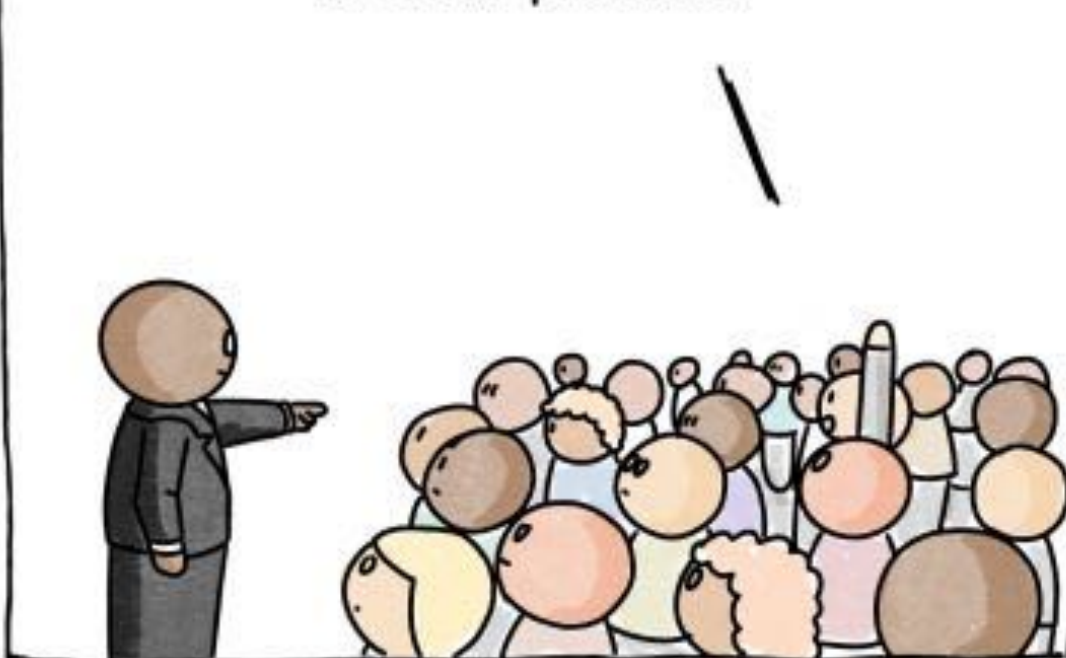
In order to take our company to the next level, we'll be investing heavily in Product Management. We want to be a product organization.



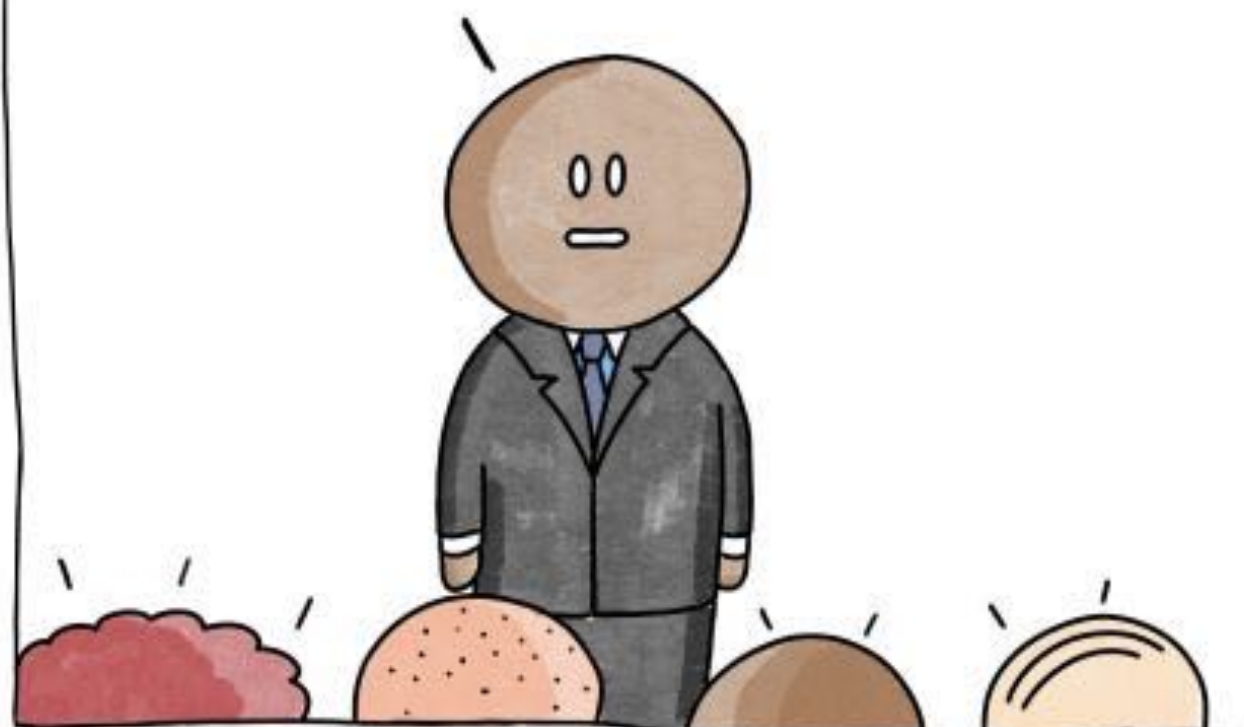
Products are our vehicles of value, and by organizing our agile teams around our products with truly empowered Product Owners and Product Managers, we're going to win market shares! Any questions?



Sounds good, but what are our products?

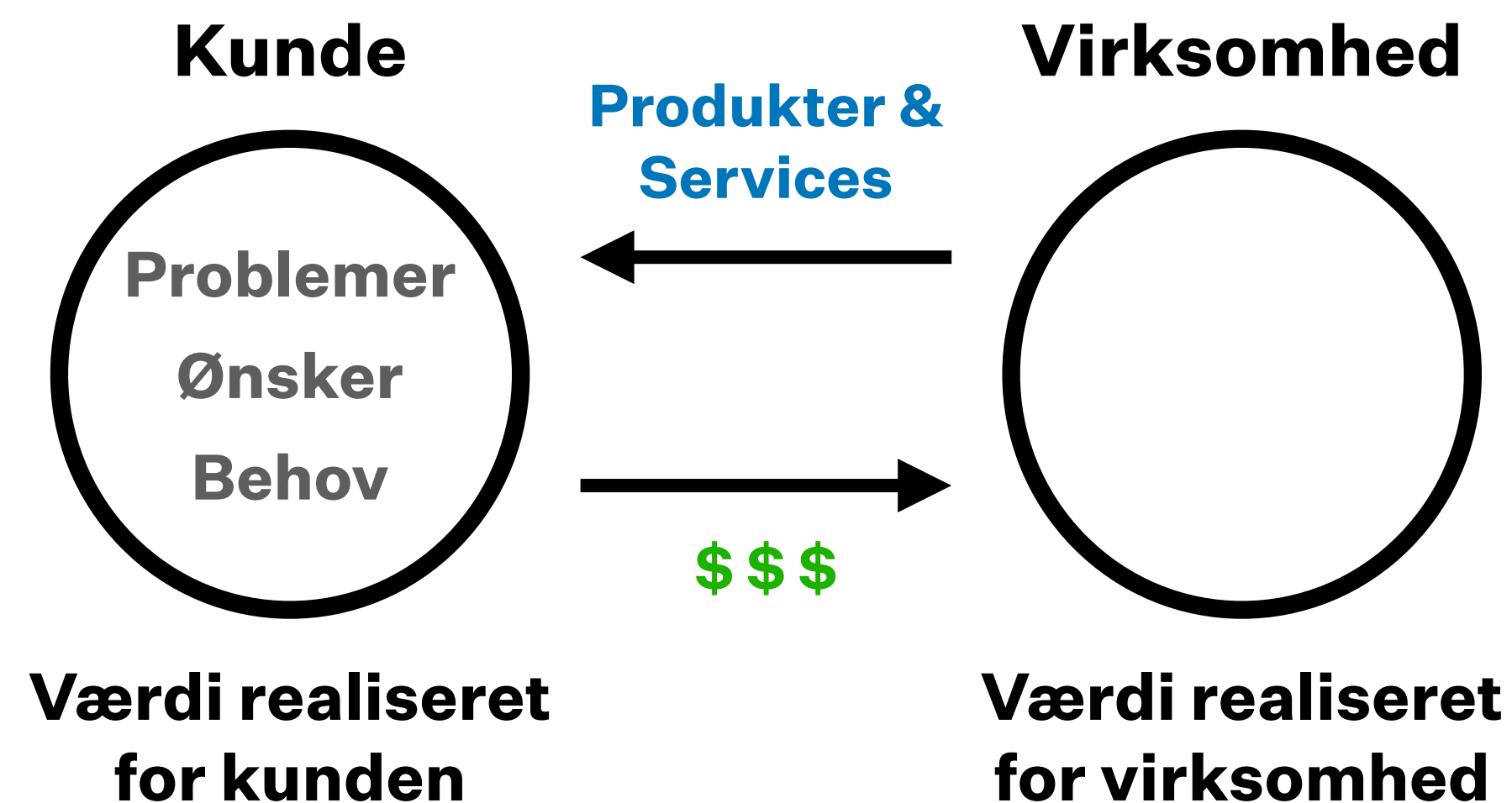


It's a bit too early to answer detailed questions like that.



# Hvad definerer et produkt?

DET ER EN DRIVER AF VÆRDI TIL OG FOR KUNDEN



En komplet oplevelse:

- Produkter & Services
- Implementation
- Salg
- Marketing
- Support
- ...

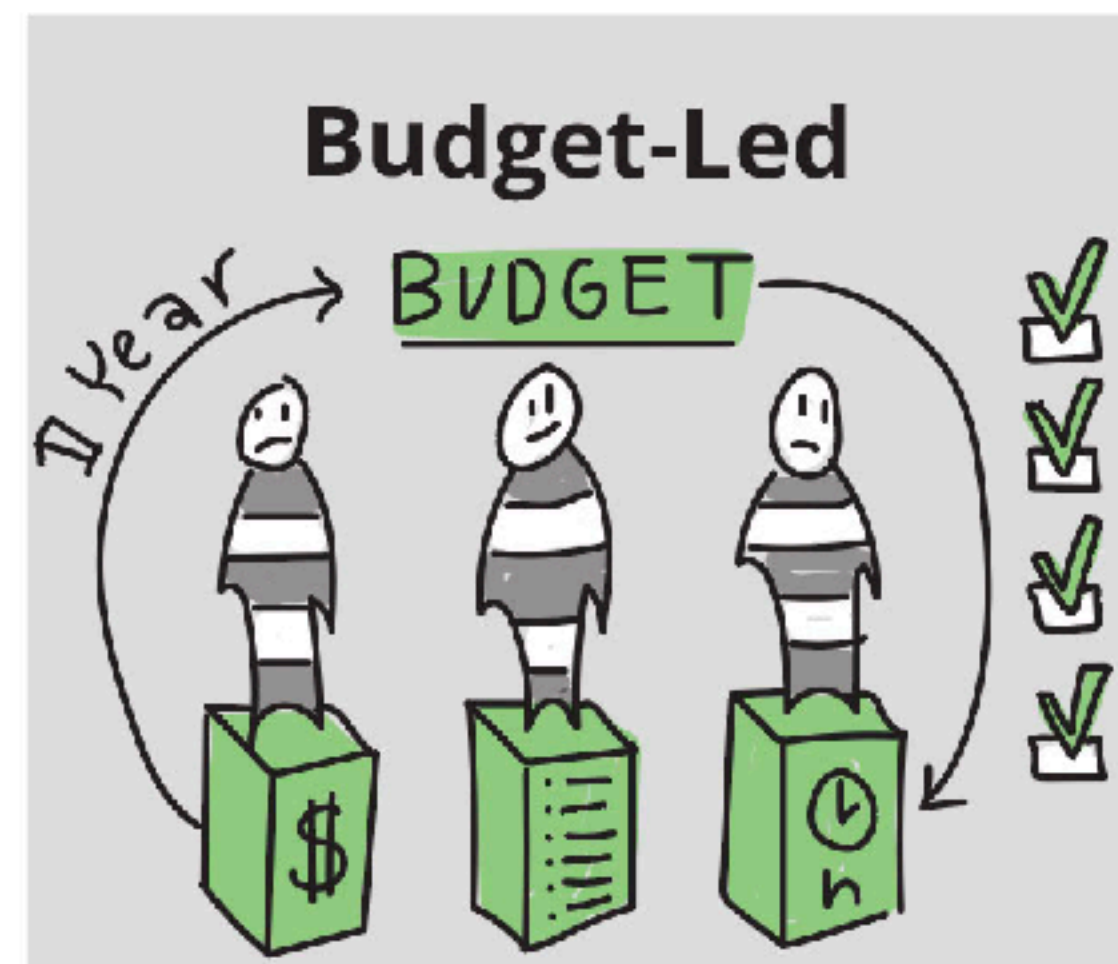
Det handler om at skabe værdi for kunder  
OG virksomhed





# **Den produktledede organisation**

# Product-Led sammenlignet med...



Free download on [dandypeople.com](http://dandypeople.com)

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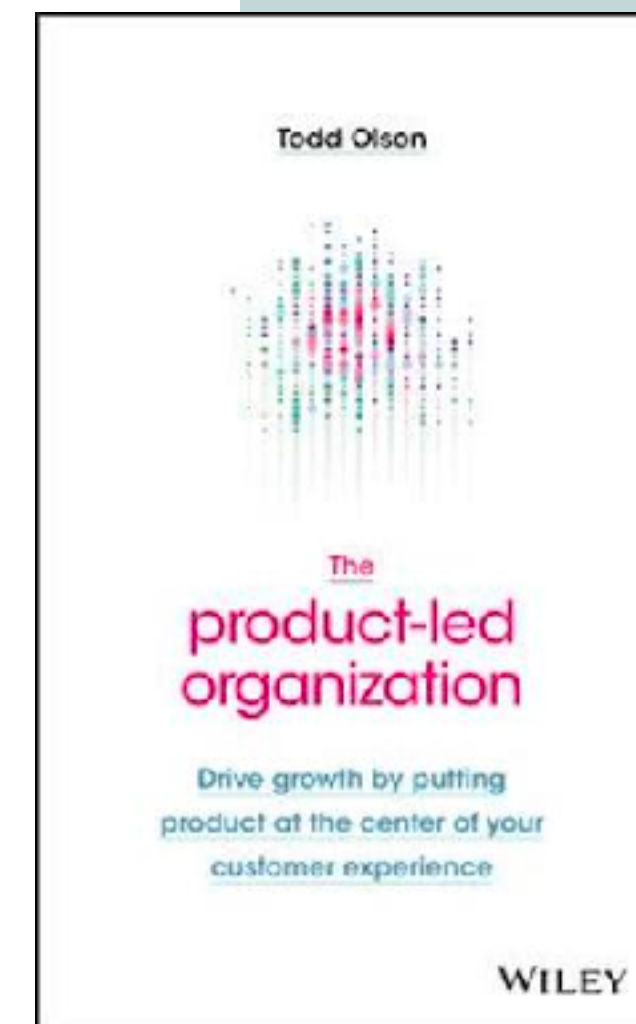
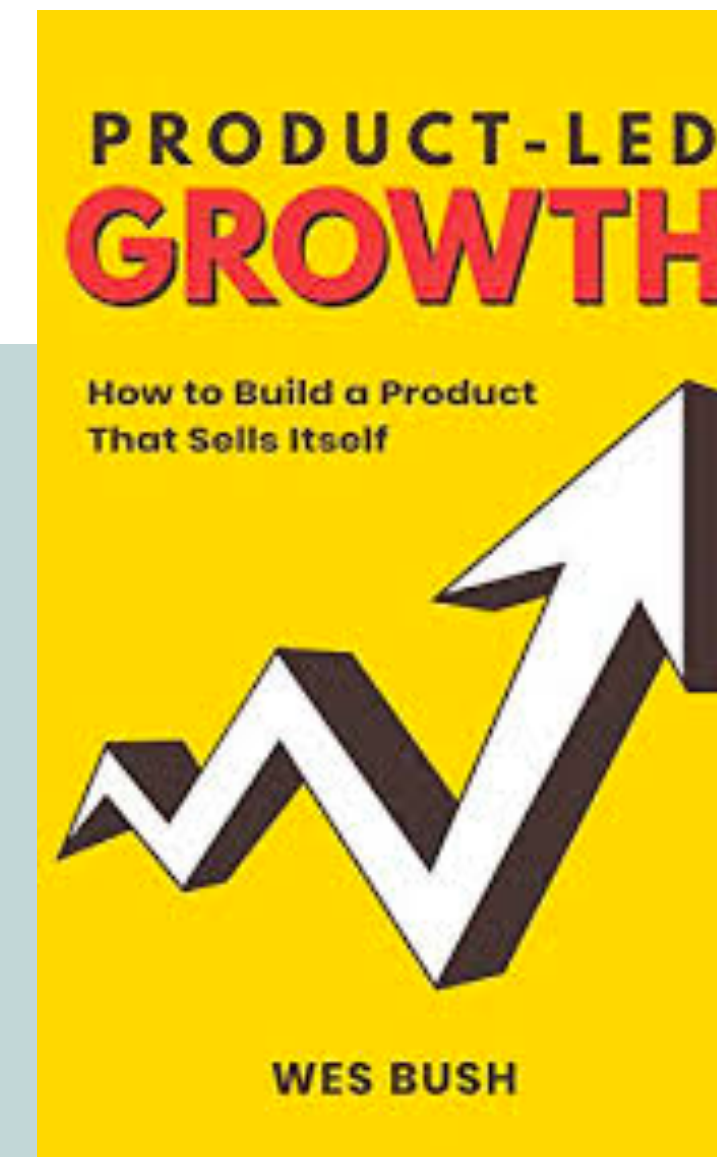
# Hvor kommer “product-led” (bl.a.) fra?

Product-Driven, Product-Led, “Product-X...”?

Product-led growth is a strategy that uses product value as the chief driver of growth and expansion in a market. The main principle behind product-led growth: have a product users can't live without.

## The main principles behind product-led growth

- Leveraging your product need
- Using your product to expand
- Keeping retention high through product satisfaction
- Acquiring new customers through strong referrals



# Textbook Product-Led

-growth -organizations -strategy -IT

facebook



amazon





# Product-Led er: At sætte produktet i CENTERET af alt



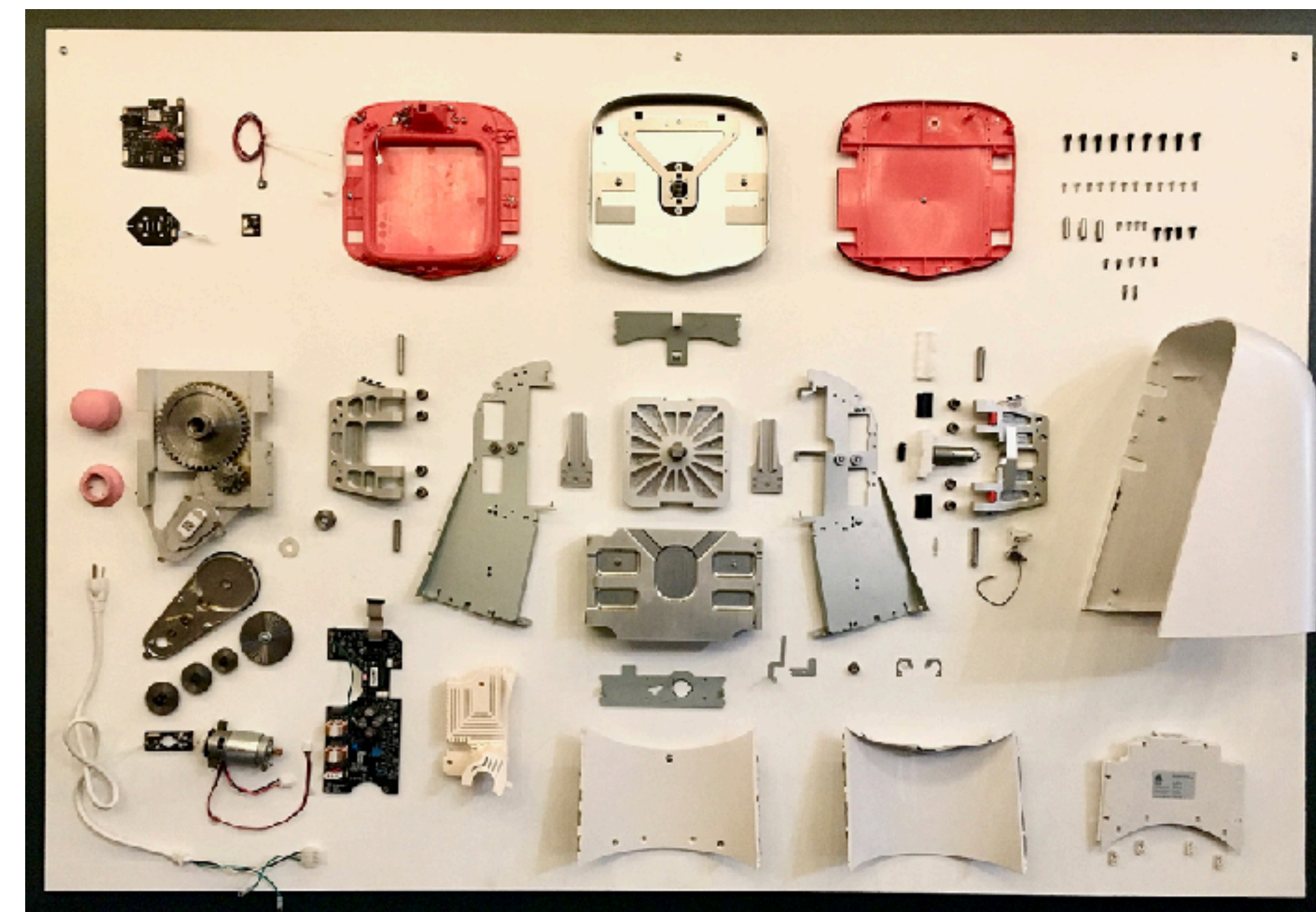
# Men et produkt i centrum er ikke nok..



Juicero, Founded 2013  
Launch March 2016 (\$699)

“Juicero, a **Silicon Valley** juicer startup that raised \$120m from investors and was widely ridiculed after the \$400 machines were revealed to be the equivalent of two hands squeezing a juice box, is shutting down.”

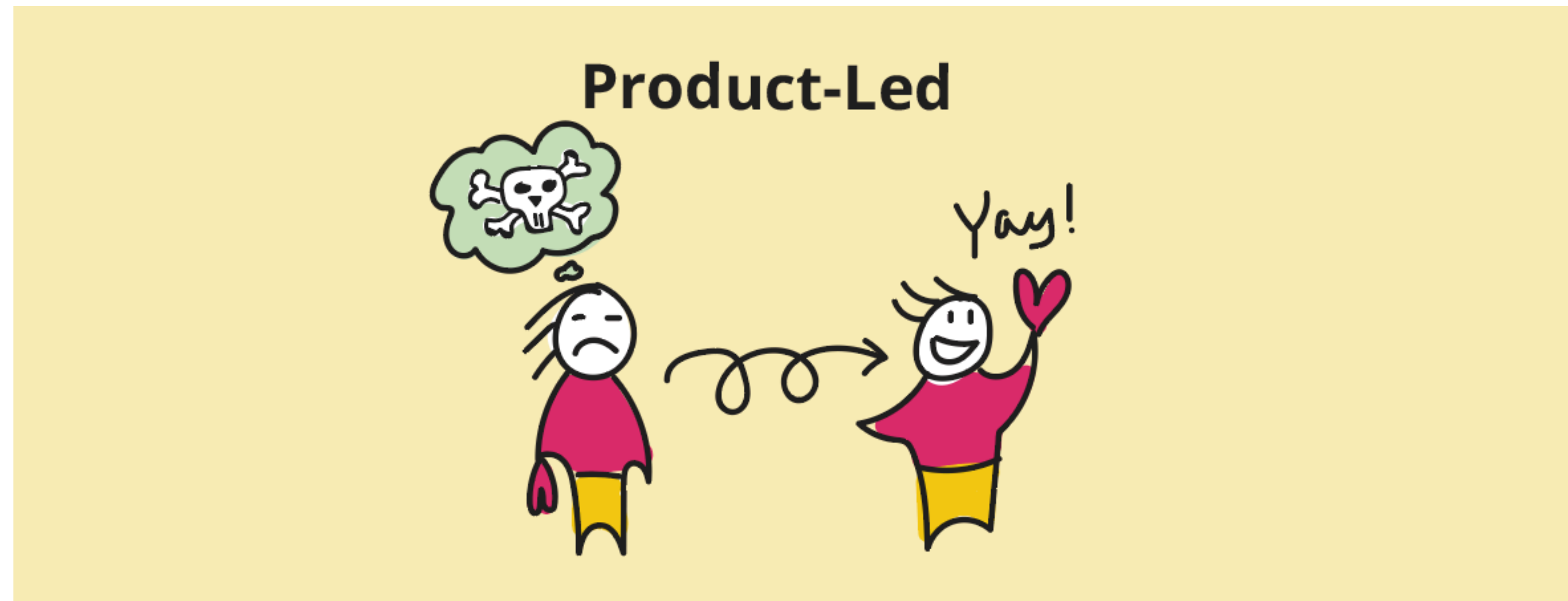
*The Guardian, Sept 2017*



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# Product-Led handler om at løse problemer



***“Product-led means being guided by the potential of products and product teams, and breaking down the silos between “the business” and “the product”. The business IS the product.”***

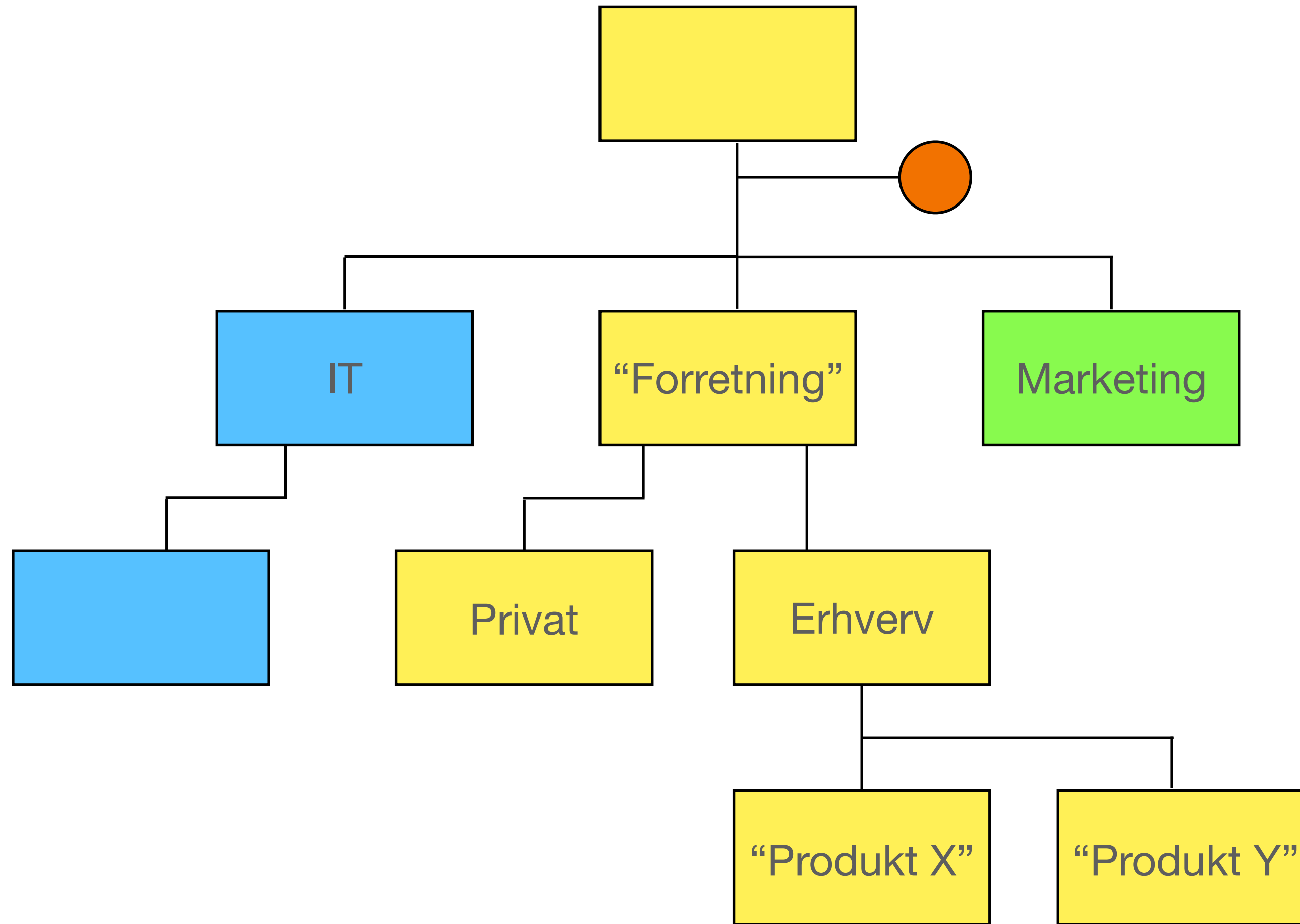
**John Cutler**





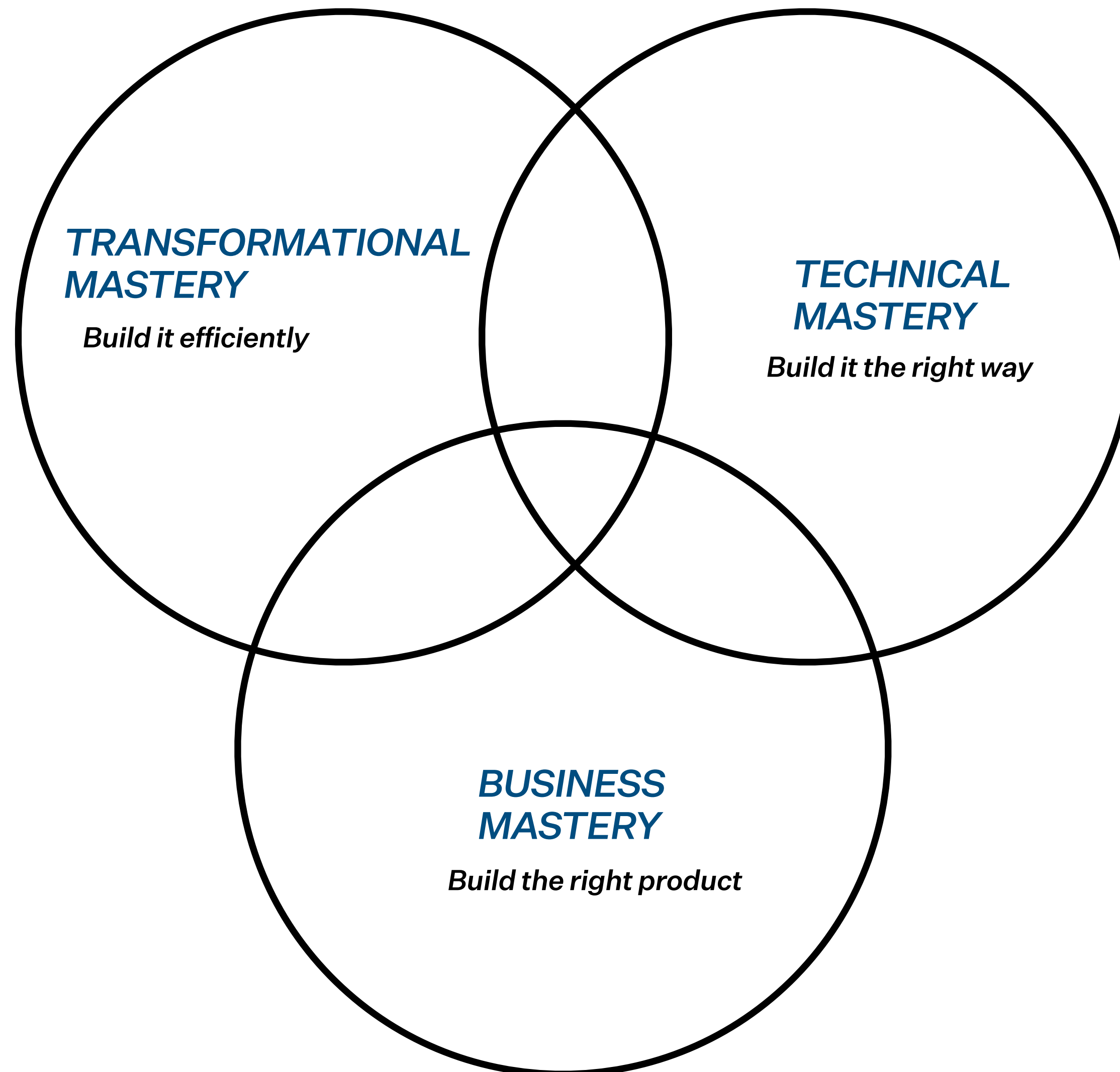
**Illusion eller utopi?**

# Siloer i organisationen

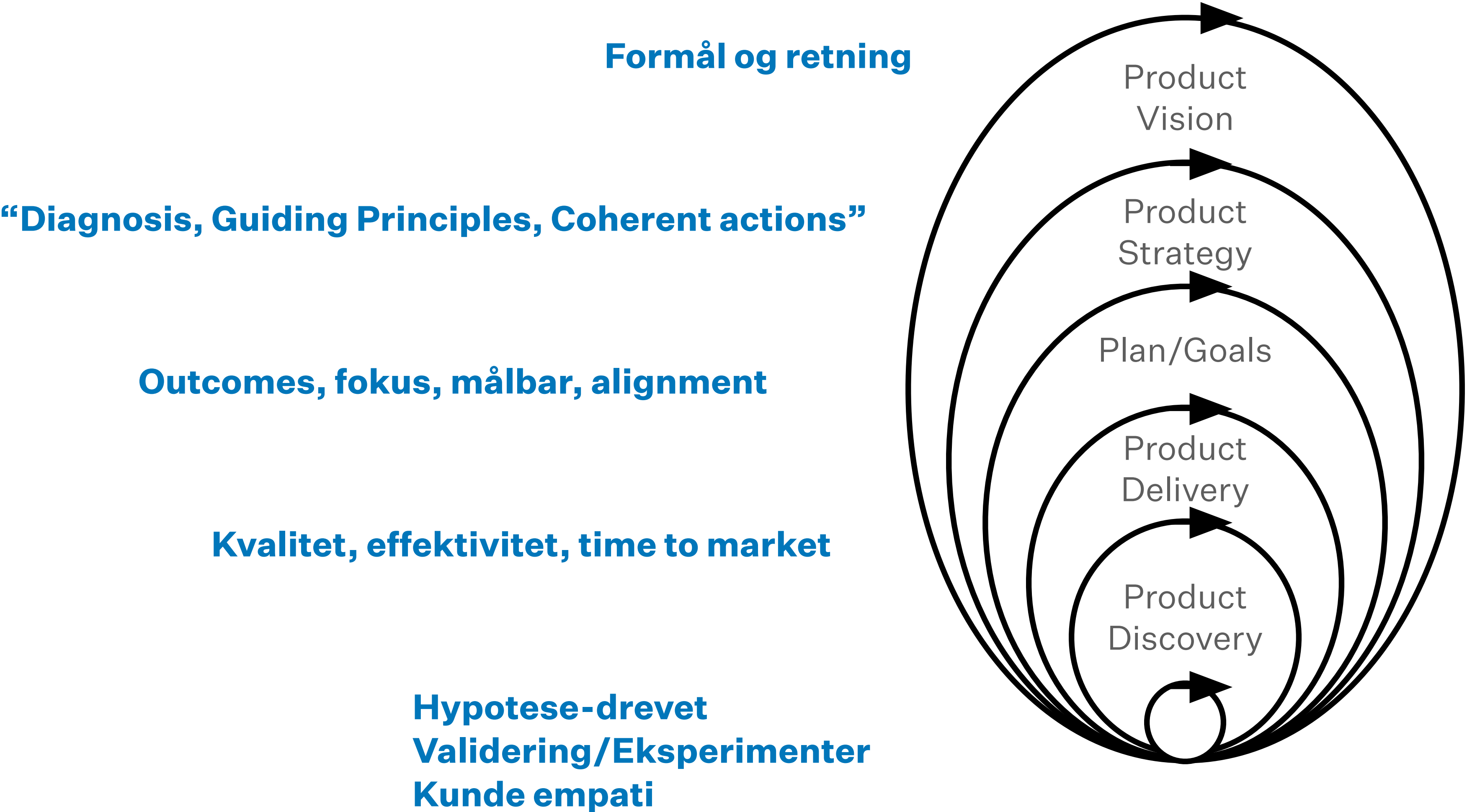




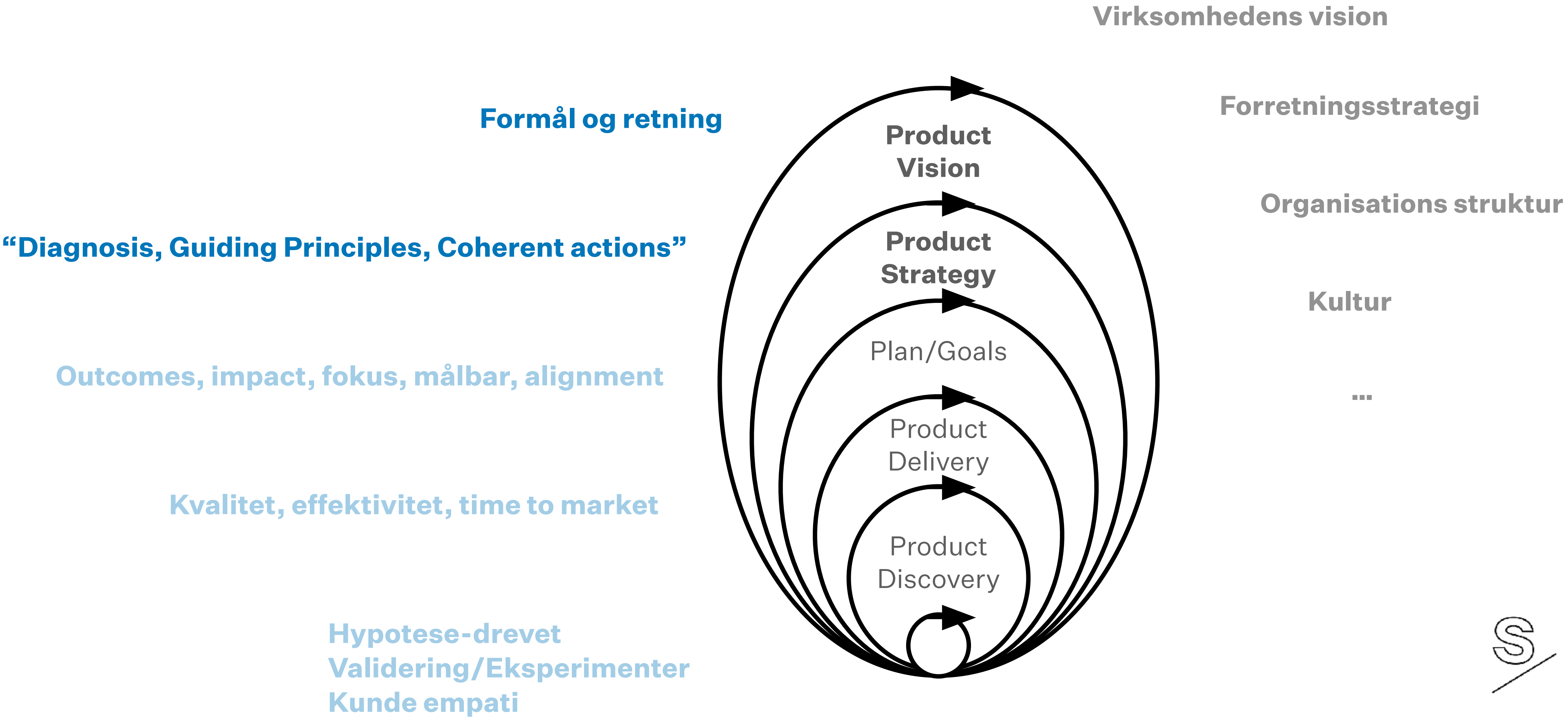
# “Transformationen”



# Produkt udvikling teams & organisation

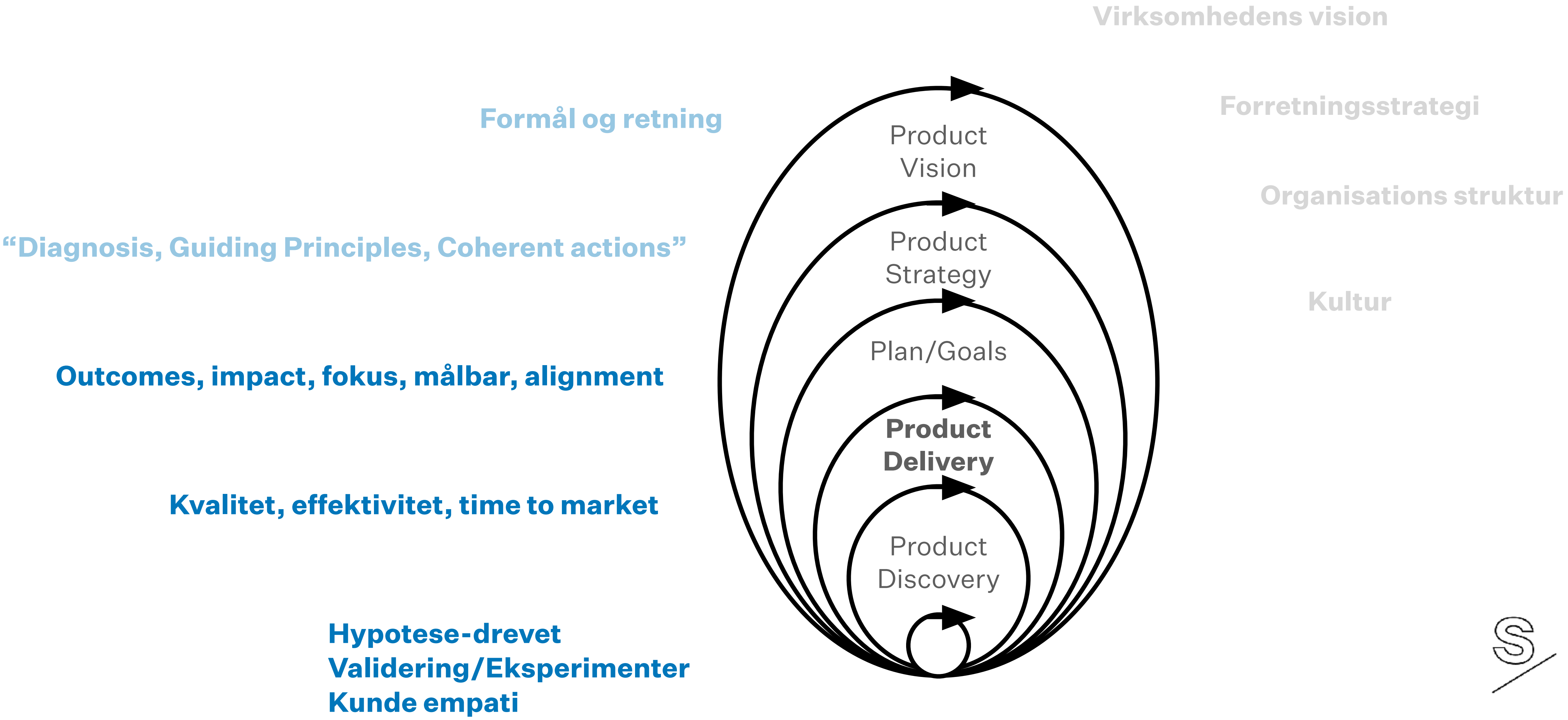


# Start fra “toppen”

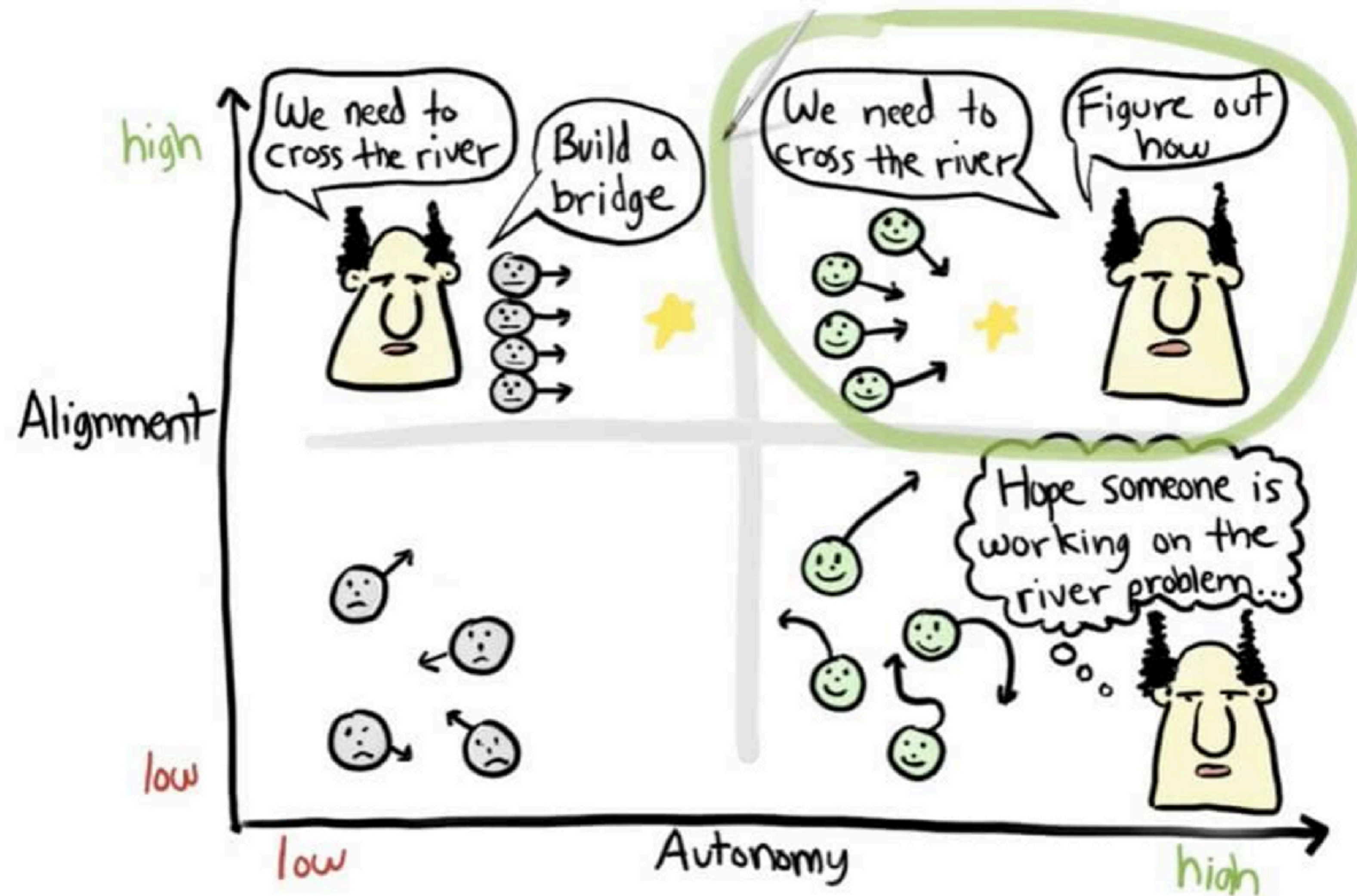




# Start fra “bunden”



# Alignment enables autonomy



Source: Spotify Engineering Culture—Part 1

**Illusion? Ikke nødvendigvis!**

**“Organisation” behøver ikke være HELE  
organisationen**

**Og det er ikke alt eller intet for at være  
bedre end alternativet**



**Vil du gerne dykke yderligere ned i den produktledede organisation (og MEGET mere)?**

# Product Leadership in Practice



- Praktisk anvendelse
- Egne “produkter”
- Case-båret
- Hjemmearbejde
- Sparring i mastermind grupper
- Del af Product Leader netværk





## Product Leadership in Practice

Et 7-dages uddannelsesforløb der gør dig til Product Leader



## Product Leadership in Practice

7 dages uddannelse for produktledere

Opstart “Hold 3” 29. august 2023

### Format:

- 7 dage fordelt på 4 moduler
- Opstart januar, Hellerup

### Moduler:

1. Sæt retning for dit produkt
2. Værdiskabende produkter gennem Product Discovery
3. Product Leader og organisationen

[www.syndicate.dk/plip](http://www.syndicate.dk/plip)

**LIVE Q&A 15 juni kl. 13-13.30**



# Spørgsmål?

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