inspire.
educate.
empower.

**01 innovate**

# alignment workshop

## who should attend?

Are you considering bringing a new product to market or looking to modernize an existing product? Is the energy around the idea off the chart? Yet without a map to guide the organization around goals for both the business, and users, "off the chart" is exactly where your product development project will likely end up. Discover a renewed sense of energy and direction in your product strategy.

## about alignment

This 2 day workshop is structured to help you align stakeholder goals and objectives and look at integrating them as part of the product creation process to create meaningful experiences that support and enhance business and product goals.

| you | inspire | educate | empower |
|---|---|---|---|
| VP Product Management looking to develop a new product line<br><br>Director of Product Management looking to define a product roadmap and priorities | Develop a product vision based on selected ecosystems<br><br>Creation of a user centric product creation roadmap | Techniques to tear down business, technology and customer silos<br><br>How to define and balance business goals and objectives with end user needs<br><br>Strategies on how to exceed customer expectations | Clarification of product vision, objectives, and key success factors<br><br>Eco-system and customer journey maps |

## workshop blocks

This workshop is part of an ongoing Macadamian series. Each of our workshops are broken down into 4 blocks which cover the product development cycle.

**01 innovate**

Brainstorm new ideas and concepts; get alignment and set direction for development by clarifying the product, the problems solved; and the technical and financial goals.

**02 plan**

Transform concepts into engineering specifications, prototypes, in addition to undertaking a sanity check to determine if intended users understand, need or want your product.

**03 build**

Select the best project methodology to structure and ensure the effectiveness of distributed teams and tools in addition to how to integrate user experience research and design.

**04 validate**

Following the initial release of the product, investigate product performance - Are end users making use of all functionality? Uncover in-market product issues as well as potential areas for enhancement.

Macadamian is a full-service software design and development firm that provides a complete range of highest quality usability, design, and software engineering services to industry leaders across North America. We care about the user and, as a result, create products that delight you and your customers. Our creativity and collaborative approach spark the ideas that ensure development of the best products. Our advanced, consistent experiences will be rapidly adopted by your desired audience right from the outset, because we think about the way your products are going to be received. The result? Your product will entice customers while standing out, maximizing your opportunity and delivering inspired results. More at **macadamian.com**