PRODUCT CULTURE NEEDS TIME

Marcel Semmler, working products, 30. Juni 2018

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Working at the interface between
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The global umbrella for
all digital activities of
the Bauer Media Group.

OUR APPROACH
Advancing the media industry by applying
user-driven strategies to deliver cutting edge news
and to build original, innovative products and services.

Liebenswert

männersache
Das bleibt Männersache

TV Movie

COSMOPOLITAN

PraxisVITA

BRAVO

AUTO ZEITUNG

WOHN IDEE

INTOUCH

WUNDERWEIB
wunderbar weiblich.

selbst

ASTRO WOCHE

LECKER.de

PROOF.

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product ...

A good, idea, method, information, object or service <u>created</u> as a <u>result of a process</u> and <u>serves a need or satisfies a want</u>. It has a combination of tangible and intangible attributes (benefits, features, functions, uses) that a seller offers a buyer for purchase.

- Oxford Dictionary

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culture...

The ideas, customs, and social behaviour of a particular people or society
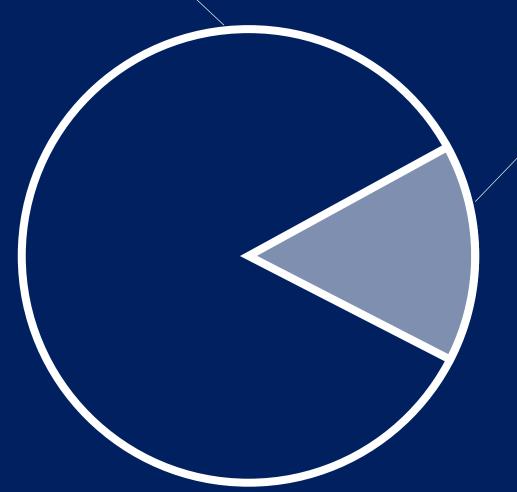
- Oxford Dictionary

the way of life, especially the general customs and beliefs, of a particular group of people at a particular time

- Cambridge Dictionary
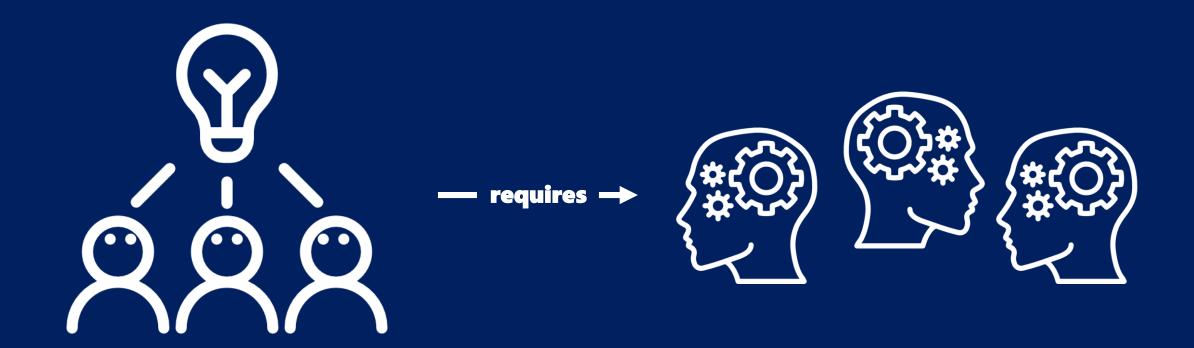
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WHAT DEFINES A CULTURE?

mindset...

The established set of attitudes held by someone

- Oxford Dictionary

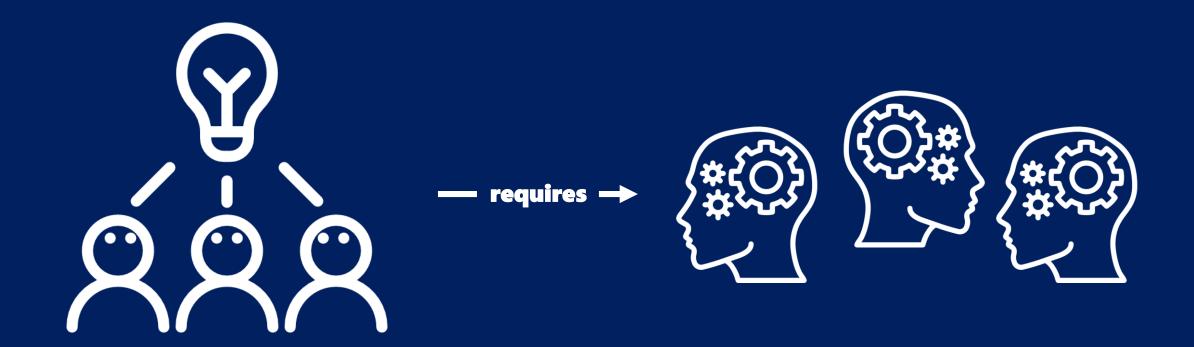*a person's way of thinking and their opinions*

- Cambridge Dictionary

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a certain
culture

— requires →

a certain
mindset

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a product culture — requires → a product mindset

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THE PRODUCT MINDSET

Essentials of a Product Mindset

Empathy	Intuition	Holistic View	Being curiuous	Product point of view	Market sense
Ownership	Making decisions	Asking questions	Solving problems	Alignment w/ future	Taking action

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The Road Towards Product Culture

No product manager / project culture

Product mindset

A group of product manager

Product culture

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PROBLEM SOLVED. RIGHT?

NOPE

The focus
is only on

PRODUCT PEOPLE

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The product
is becoming

MORE COMPLEX

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The audience & user groups are getting

MORE FRAGMENTED & LARGER

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The product
is everything.

**EVERYTHING IS PART
OF THE PRODUCT**

SAVE

ORANGE
DOT
SALE

AVE

SAVE

SAVE

SAVE

R24⁹⁹

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Role of the Product Owner

IN SEARCH FOR THE AVENGERS

Challenges & Trends

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The Road Towards Product Culture

No product manager / project culture

A group of product manager

Product culture

Product mindset

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The Road Towards Product Culture

1. No product manager / project culture

2. A group of product managers

3. Everyone is a product manager

4. Product culture

Product mindset

Shared product mindset

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WHAT IS THE
SHARED
PRODUCT
MINDSET?

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PRINCIPLES

#1
EVERYTHING WE DO IS PART OF OUR PRODUCT PLATFORM

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#2
BECAUSE EVERYTHING IS PRODUCT, EVERY TEAM OWNS PARTS OF THE PRODUCT PLATFORM

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#3
BECAUSE EVERY TEAM OWNS PARTS OF THE PRODUCT PLATFORM, ALL TEAMS ARE DIRECTLY INVOLVED IN PRODUCT PROCESSES

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FROM

Editorial

Audience Dev

Sales

Creation

Brand Owner

User

Product Owner

Dev

Business Owner

Project Mgmt

Video

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TO

Editorial

Sales

Product Owner

Dev

Video

Creation

User

Audience Dev

Project Mgmt

Brand Owner

Business Owner

#4
THE NEW ROLE OF THE INITIAL PRODUCT TEAM:

‚HOLISTIC VIEWER',
‚GUIDE' &
‚ENABLER'

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#5
THE NEW PROFILE OF THE INITIAL PRODUCT TEAM:

'YOUR COMPANY IN A NUTSHELL'

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#6
THERE IS MORE TO INNOVATION THAT MEETS THE EYE

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#7
A SHARED PRODUCT MINDSET REQUIRES A SHARED VISION

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#8
IT IS AN EVER CHANGING CULTURE BASED ON TRANSPARENCY, RESPONSIBILITY & ENABLEMENT

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THERE IS ONE MORE THING

The Road Towards Product Culture

1. No product manager

2. Group of product managers

3. Everyone is a product manager

4. Product culture

there is no shortcut

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THANK YOU VERY MUCH

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