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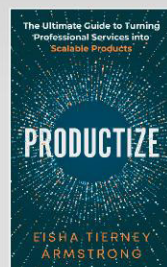# OutTh!nk
Leadership Masterclass Series
with
EISHA ARMSTRONG
Co-Founder and CEO, Vecteris

8, 15 & 22 September 2022
CII Virtual Platform

Eisha Tierney Armstrong is the CEO and co-founder of Vecteris, where she advises companies ranging from start-ups to Fortune 500 companies on product innovation and product portfolio management. She has over 25 years of experience launching new data and information service products. Prior to co-founding Vecteris, Eisha held senior product leadership positions both with E.W. Scripps, the diversified media company, and with CEB (now Gartner), the world's largest advisory company. Eisha is also the author of the Amazon Bestseller Productize, which focuses on how companies successfully create, launched and grow productized and built-to-order

PRODUCTIZE
Using Technology to Scale and Succeed

BACKGROUND

More and more organizations are using technology to "productize" as a strategy for growth, improving valuations, and fending off new digital-first competitors. However, developing and commercializing tech-enabled products or services is often outside of many organizations' core skills, processes, and mindsets. Productization typically requires organizations to think differently about how they work and how they create value for their customers. This masterclass series will outline the "Seven Deadly Productization Mistakes" made when pursuing a product strategy, then provide tactics for overcoming these mis-steps.

KEY TAKEAWAYS

- How to shift your culture to embrace a product-mindset
- How much money to invest in exploring and building more scalable solutions and products
- How to ensure there is a viable market for your product idea
- How to inexpensively test your ideas before investing in development
- How to win the hearts and minds of your sales team to ensure your new products are commercially successful

This masterclass is based on the Amazon best-seller, Productize, and draws on the 25+ years of experience that Eisha Armstrong has in successfully creating, launching and growing productized services and her research on how services and built-to-order products companies have successfully used technology to scale their offerings.

WHO SHOULD ATTEND

Business leaders, SBU Heads and Senior Managers who want to use technology to build more scalable products and services

SESSION 1
7 Deadly Productization Mistakes

Developing and commercializing tech-enabled products or services is often outside of many organizations' core skills, processes, and mindsets. Productization typically requires organizations to think differently about how they work and how they create value for their customers. This session will cover the "Seven Deadly Productization Mistakes" made when pursuing a product strategy, and tactics for overcoming these mis-steps.

SESSION 2
Define the Urgent & Expensive Problem

Most unsuccessful products fail because they are solutions in search of a problem. The best products solve an urgent and expensive problem for their customers. This session will identify and validate urgent & expensive customer problems using a hypothesis driven approach.

SESSION 3
Launch Boldly

Businesses willing to risk cannibalizing their existing revenue streams are more likely to survive. This session will explore how to mitigate cannibalization risk by using new products to attract new customers and/or complement existing services.

For details please contact:
Jaisurya Banerjea | 8334881115 | jaisurya.banerjea@cii.in

CII – Suresh Neotia Centre of Excellence for Leadership
DC-36, Sec-I, Salt Lake City, Kolkata-700064
www.cii.in