HOW TO DRIVE SMARTER PRODUCT DECISIONS WITH AGILE RESEARCH.

By Thor Ernstsson, CEO at Alpha
Hello,
I’m Thor.
The product manager’s job:
• learn faster
• launch faster
• build a billion dollar business

Your job:
• agile research
We’re all doing research, so what’s different?

**DAY ONE**
Modern Agile Model

- High-velocity decision-making
- Decisions are reversible
- Disagree and commit

**LEGACY**
Traditional Waterfall Model

- Gated decision-making
- Decisions are irreversible
- Consensus required
Agile organizations are replacing legacy businesses because they...

- Iterate quickly
- Optimize for decision making
- Rapidly experiment
Lessons learned across startups and F100s are often the same...
It comes down to how you inform decision-making.

**QUICK & COLLABORATIVE**

- Agile Research
- Agile Development

**VS.**

**SLOW & SILOED**

- Market Research
- Technical Specs
- Build & Launch

www.alphahq.com
Change the organization’s mindset, beginning with key stakeholders

- Bias to plan → Bias to act
- Comfortably predictable → Uncomfortably unpredictable
- Upfront exhaustive research → Iterative experimentation
Be a strategic partner to the product teams

- Fully-engineered products ➔ Interactive prototypes
- Live products & existing users ➔ Simulated environment
- Large scale studies ➔ Rapid turnaround, iterative experiments
Be ruthlessly outcome-oriented instead of process-oriented

- Research studies → Data points to iterate on
- Traditional methodology → Modern product management
- Throw findings over a wall → Simple narratives and emails
Follow Alpha for more resources on agile research

Medium.com/PMIInsider
ThisIsProductManagement.com
AlphaHQ.com/blog
Thanks and enjoy Day One!