

# IS YOUR PRODUCT STRATEGY BUILT FOR GROWTH?

1. Does your strategy align with your company’s mission and vision?  
  
Task: Write down your company’s mission and your product strategy side by side. Identify any gaps or misalignments. Adjust your strategy to ensure it supports the mission.
2. Is your target audience clearly defined?  
  
Task: List your top 3 customer segments and write one sentence describing how your product uniquely serves each. If you’re unclear, conduct customer interviews or analyze usage data.
3. Are you solving a critical customer problem?  
  
Task: Write down the top problem your product addresses. Then, ask 3 customers if they agree. Use their feedback to refine your understanding or focus.
4. Is your product positioned effectively in the market?  
  
Task: Identify 3 competitors and write a sentence explaining how your product is different or better. Use this to refine your positioning statement.
5. Do you have a clear value proposition?  
  
Task: Write down your value proposition in one sentence, focusing on the benefit your product delivers. If it feels vague, revisit customer feedback to clarify it.
6. Are your goals specific and measurable?  
  
Task: List your top 3 product goals and the metrics you’re using to track progress (e.g., revenue growth, user retention). If you don’t have metrics, assign one to each goal.
7. Does your strategy prioritize long-term growth over short-term gains?  
  
Task: Write down one long-term initiative and one short-term tactic in your strategy. Evaluate if they’re balanced and aligned. Adjust as needed to avoid over-prioritizing quick wins.
8. Are you continuously innovating?  
  
Task: Write down 3 recent innovations or improvements you’ve made. If you’re struggling, brainstorm one area where you could experiment or innovate.
9. Are your resources allocated effectively?  
  
Task: List your top 3 initiatives and note the resources (time, budget, talent) allocated to each. Check if they align with their expected impact and adjust if necessary.
10. Do you have a clear competitive advantage?  
  
Task: Write down what makes your product unique or hard to replicate. If it’s unclear, brainstorm ways to strengthen your differentiation.
11. Are you actively tracking and responding to market trends?  
  
Task: Identify 3 key industry trends. Write down how your strategy aligns with or responds to these trends. Adjust your approach if needed.
12. Is your team aligned with your strategy?  
  
Task: Present your product strategy to your team and ask for feedback. Use their input to ensure clarity and buy-in.
13. Are you prepared to scale?  
  
Task: Write down one operational or technical challenge you would face if your customer base doubled tomorrow. Brainstorm steps to address it now.

## Final Checklist:

Question	Yes/No	Follow-Up Action
Does your strategy align with your mission?		Adjust to ensure alignment
Is your audience clearly defined?		Refine target customer segments
Are you solving a critical problem?		Validate with customer feedback
Is your product positioned effectively?		Update positioning statement
Do you have a clear value proposition?		Simplify or clarify value
Are your goals specific and measurable?		Assign clear metrics to each goal
Are you balancing long-term and short-term?		Reevaluate priorities
Are you continuously innovating?		Brainstorm or explore new ideas
Are resources allocated effectively?		Reallocate resources to high-impact areas
Do you have a competitive advantage?		Strengthen differentiation
Are you tracking market trends?		Align with emerging trends
Is your team aligned?		Ensure buy-in and understanding
Are you prepared to scale?		Plan for scaling challenges