

# Management Crossing

*First-Rate Moves. To Work the Challenges.™*

Product Brochure

## Product >Crossing

Increases success of products substantially.

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Appendix: Project Case-List / Tool for the Self-Review

<http://www.productcrossing.com> \* <http://www.managementcrossing.com>

# Product >Crossing

*... it moves beyond Product Management !!!*

## 1. Goals and Leading Edge

- **Product >Crossing combines** product management with further procedures important for products like business strategy, self-organisation and customer orientation.
- All efforts are **focused on Product Cases** decisive for product success such as realistic product planning, competent product manager leadership, complete product business case definitions, achieving effects on internal working interfaces etc.
- To ensure product quality the **entrepreneurship** is introduced to the product level.
- **Five >Crossing Drivers** make methods, know how and best practices **available and active**.
- Improvements are developed on **four >Crossing Result Levels**: personal, product-related, business-related and guaranteed.
- Highest priority is put on the **turning of new capabilities** to operational product practice.
- Trainings become more productive by using the **Product >Crossing Seminar LearnWay**.

# Product >Crossing

... it moves beyond Product Management !!!

## 2. More and better than just Product Management

Today product work is characterized by extreme timelines, high expectations, heavily restraint budgets and the urgent need for internal coordination. To meet these challenges in everyday corporate life, you need more than just product management, you need:

- to establish **entrepreneurial product management** combined with additional **management techniques for product success**, e.g. leadership, risk and conflict management, process optimisation,
- to use **existing strengths** (such as product processes that work well) and **best practices** (such as proven management techniques) more consistently,
- to develop **additional product work capabilities** and **effective ways** which enable product staff and executives to handle critical product cases using the best available know-how (such as the reaching of product results, realizing effective product control).

**Product >Crossing** offers skills and methods for product work and multi-product programs going **beyond existing product management procedures**. It has new answers for today's challenges and provides significant added value in managing products.

### Examples: Adding Value with Product >Crossing

	Practices of Classic Product Management	Adding Value with Product >Crossing Solutions Methods	
<b>Product Basis</b>	Product facts are not organized centrally and are incomplete.	All internal and external product facts are managed by product management, facts are a central basis.	Product Management Entrepreneurship Product-Data-Systems Competence Centre Idea
<b>Internal Product Coordination</b>	Best case planning is usual with deficits in completeness and co-ordination.	Professional handling of working interfaces such as marketing, sales, product development is organized as key processes.	Product Management Communication Networking Handling of interfaces
<b>Product Control</b>	Responsibility for product control mainly is assigned to sales and controlling.	Is answered by product manager and done upon product life cycle strategies.	Product Management Communications Evaluating Market/Customer Signals Process Optimisation
<b>Product Leadership</b>	In most cases realized only as a coordinating function.	Entrepreneurial product leadership is performed supported by adequate competence.	Product Management Entrepreneurship Leadership competence
<b>Product Portfolio</b>	Products are only insufficiently aligned strategically aligned, product portfolio, is not transparent	Product Business Cases are defined in whole and a business contribution.	Product Management Business Cases Portfolio-Method

### 3. Product Case Solutions

Depending on the demands of the business, the complexity of the product and the given situation, product success is influenced by the art of mastering a limited number of **Product Cases**.

Examples are: optimising product alignment, product strategies according to product life cycle, effectively managing product planning and control processes, implementing entrepreneurial product leadership, increasing product team motivation etc.

**Product >Crossing identifies, evaluates and deals with 15 categories of product cases** according to the particular management and product needs of your business:

1. Product philosophy and product matrix
2. Strategic product steering
3. Product Start Up
4. Communication, Cooperation and Influencing
5. Key performance processes
6. Operational product profit control
7. Organization of product work
8. Qualification and introduction of Product >Crossing
9. Special: Customer orientation
10. Special: Partnering with suppliers and others
11. Special: Marks and products

Attached is a detailed list of Project Cases which also suites for a self review of project management quality.

Merge Forces to Drive Excellent Results.™

## 4. Three Core Competencies

The backbone of **Product >Crossing** is the **>Crossing Method**, which merges numerous best practices, procedures and methods to achieve superior results. It creates conditions and abilities which, as it were, enforce product success. So today you have the choice between traditional product management approaches or, better, **Product >Crossing**.

Product >Crossing consists of three core competencies, which are summarized in the **Product>Crossing Credo**:

### Merge Forces to Drive Excellent Results.™

In all product situations, in managing products and in product support.

1. Core Competence Merge Forces ..	2. Core Competence .. to Drive ..	3. Core Competence .. Excellent Results.
<p><b><u>Integrate Product &gt;Crossing Forces.</u></b></p> <p>Identify and integrate the best approaches, practices and strengths.</p>	<p><b><u>Apply Product &gt;Crossing Drivers.</u></b></p> <p>Use five drivers to fix product cases and make available relevant inputs, approaches and solutions.</p>	<p><b><u>Enforce Product &gt;Crossing Results.</u></b></p> <p>Produce results on up to four levels.</p>
<p><b><u>Forces are:</u></b></p> <p><b>Product Management-Procedures:</b> Product goals, product start-up, product planning, product strategy, positioning, product control, product reporting, product life cycle, tasks in product organisation, organising product work, product team, co-operation, product guideline</p> <p><b>Additional Techniques:</b> Business strategy, networking, partnering, virtual working, process optimisation, leadership competence, self organisation, entrepreneurship, customer orientation, metrics for improvements</p> <p>Process management, project management, product development, quality management, capacity management, qualification, stakeholder management, culture management, international affairs, risk and crisis management, change management, best practice identification.</p>	<p><b><u>Drivers are:</u></b></p> <p><b>1. First Success Steps</b> Analyse business and product requirements, make available people experiences and ideas, look for fast solutions in the very beginning of the improvement effort.</p> <p><b>2. Learning from Best Practices</b> Analyse best practices (internal, external), find and transfer success factors.</p> <p><b>3. Project Case Solutions</b> Select critical case, find best solutions using the &gt;Crossing Case Solution Finder.</p> <p><b>4. Scorecard Measures</b> Measures to evaluate conversion success.</p> <p><b>5. Productive Mode Switches</b> Trainings, individual action plans and roadmaps, transfer to routine tasks, integration existing systems and procedures.</p>	<p><b><u>Results sind:</u></b></p> <p><b>1. Personal Growth</b> Higher motivation, new strengths, better use of existing strengths, more personal competence, personal roadmaps.</p> <p><b>2. Project-Quality</b> Higher effectiveness and efficiency in all product roles, more security for reaching product goals.</p> <p><b>3. Business Success</b> Product processes are high quality processes and supporting business success.</p> <p><b>4. Guarantee</b> The fourth result level is new in management and business improvement: the &gt;Crossing-Guarantee. More security for the money invested.</p>

## 5. Numerous Applications

You can use Product >Crossing for

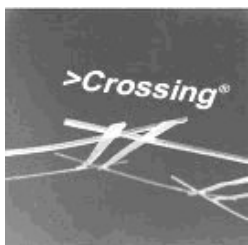
- managing **all product types in all business situations** in all the product life cycle phases, so for implementing product management procedures, launching new products, managing the total product program, optimisation of products in declining markets.
- conducting **improvement programs**, e.g. making managing of products a core business competence or building product manager capabilities,
- solving actual **product work issues** such as structuring high product/market complexity, managing product crises or guaranteeing product results,
- **product support** --- e.g. organising of internal support processes for products.

To support a company's special project requirements Product >Crossing offers a wide range of goal-directed programs:

### Product >Crossing Pathways

s/w = seminar/workshop

<u>Pathways</u>	<u>Aktuelle Angebote</u>
<p><b>Product &gt;Crossing Framework Project</b> To realize existing improvement potentials permanently. To establish new structures and capabilities.</p>	<p>In addition, an individual focus may be set as necessary.</p> <p>Product &gt;Crossing Product Strategy &gt;Crossing New Product &gt;Crossing Sales &gt;Crossing Multi-Project &gt;Crossing</p>
<p><b>Product &gt;Crossing Seminar / Workshop</b> LearnWays to develop insights, abilities and hands-on concepts (group-based, internal or external).</p>	<p><b>Power</b> Product Case &gt;Crossing s/w Product Manager &gt;Crossing s/w Product Team &gt;Crossing s/w Multi-Cultural Product &gt;Crossing s/w</p>
<p><b>Product &gt;Crossing Audit</b> To analyse and recommend improvement potentials.</p>	<p>Product &gt;Crossing Audit</p>

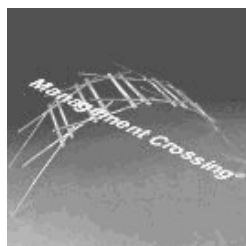


## 6. Calculating the Added Value

Knowing **Product >Crossing** companies and people have a choice to look either for traditional product management procedures and skills - or to apply the **Product >Crossingduct >Crossing**.

To compare the relative added value using classic product management or Product >Crossing we have developed a metric called the **KSV Knowledge Solution Value™** formula. The KSV calculation for **Product >Crossing** shows a knowledge and solution value that is nearly 4 times higher.

For details look visit <http://www.productcrossing.com>.



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# Product >Crossing

## Appendix: Product Case-List / Tool for the Self-Review

Mastering of **Product Cases** is critical for the success of products and indeed of the products portfolio. **Product >Crossing** offers proven solutions for each case. The following **Product Case List** can be used as information and a self-review tool for analysing the product management quality in your company.

+ = is OK in my field   -- = is not OK in my field   ?? = I don't know   // = is not relevant

	+	--	??	//
<b>1. Product philosophy and product matrix</b>				
1.1 Realization of a strong product philosophy and culture, understanding of best-in-class methods and practices, understanding differences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 Interpretation of the product/line matrix organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3 Formulation of a convincing and favourable product management guideline: standards, key processes, general understanding, tasks, tools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4 Use of metrics for the evaluation of product management improvements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5 Ensuring the conformity of product work with industrial and international standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.6 Establishing top level organization and technical structures for strong product work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Strategic product steering</b>				
2.1 Creating the product strategy, aligning product plans with the strategy, product segmentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Managing product portfolios (criteria, strategies, making of).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Connecting product strategy with business strategy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Optimising and clearing product programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Creating the product fact basis: internal facts, external facts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3. Product Start Up</b>				
3.1 Assembling the product business case description / product master plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Preparing the product launch roadmap.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Conducting post-launch audits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4. Communication, Cooperation and Influencing</b>				
4.1 Create positive product pressure and conflict handling steps.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 Push up product work performance by direct motivation efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Have unconventional communication and cooperation methods applied.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 Establish right meeting policy and structures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5 Work effectively in virtual projects and teams.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.6 Take methods and procedures as basic tools for project cooperation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	+	--	??	//
<b>3. Product Start Up</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1 Assembling the product business case description / product master plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Preparing the product launch roadmap.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Conducting post-launch audits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4. Communication, Cooperation and Influencing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1 Create positive product pressure and conflict handling steps.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5. Key product performance processes</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1 Conducting the market analysis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Achieving marketing effects: product marketing, marketing goals, market communication, marketing-mix, aligning with marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 Achieving sales effects: sales goals, sales planning, sales projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 Achieving service effects: Supply/logistics, service, customer support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 Achieving innovation effects: Managing innovation, product ideas and technology analysis/assessments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 Realizing development targets, product development, product introduction, development projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 Achieving effects on production.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.8 Achieving effects on product quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. Operational product profit control</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1 Making of the realistic product plan (process, tools).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 Control of the market and product life cycle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.3 Realizing product control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 Integration with business control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.5 Use of product and program audit tools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.6 Handling of decision and crisis situations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 Integration with business control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7. Organization of product work</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1 Competent play of the product/line matrix organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 Formulating and realizing tasks and competences of product management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.3 Pro and cons of different organizational models.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.4 Knowing and living the product manager role.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.5 Casting entrepreneurship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.6 Procedures for handling of working interfaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 Organisation of the product team.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.8 How to integrate cultures, locations, styles and value setting in product work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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<b>8. Qualification and introduction of Product &gt;Crossing</b>	+	--	??	//
8.1 Training for Product >Crossing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2 Making line managers familiar with Product >Crossing requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3 Creating job descriptions for product manager, product team, review board.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4 Finding and assessing people for Product >Crossing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5 Steps for introducing and strengthening of product work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>9. Special: Customer orientation</b>	+	--	??	//
9.1 What customer orientation makes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.2 Align product features to customer requirements, customer advantage and buying factors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.3 How to gain customer satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.4 Handling of customer complaints.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.5 Definition of customer groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.6 Strategic customer management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.7 Analysis of customer value chains.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.8 Value generation for customers: systems, services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.9 Developing customer demands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>10. Special: Partnering with suppliers and others</b>	+	--	??	//
10.1 Define partnering and co-operation processes with external partners.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.2 Define a partnering strategy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.3 Methods of influencing of external partners.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.4 Control procedures for external partners.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.5 Measures for the simplification of co-operation processes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>11. Special: Marks and products</b>	+	--	??	//
11.1 Effects marks on strategic and operative product work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.2 Mark importance, mark systems and mark content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.3 Perception, image, positioning and effects of marks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.4 Use of marks, integration with products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.5 Control of the mark value.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.6 Launching running marks in operational business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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