

# **The Strategic Thinking Series for Engineering**

**THE ESSENTIALS FOR EVERY TECHNOLOGIST**

## **CORE TOPICS**

- **CUSTOMER APPRECIATION SCIENCE**
- **MARKET-PRODUCT FIT**
- **ENGINEERING FOR DIFFERENTIATION**

**PROGRAM CONTENT AND AGENDA**

## DESIGN AND STRUCTURE OF WORKSHOP

- INTRODUCTION OF STRATEGIC PRINCIPLES
- DEFINITION AND EXPLANATION
- CONTEXT IN TECHNOLOGY
- CASE OR SITUATION DISCUSSION
- CHALLENGE AND DEFEND
- PRACTICE EXERCISE
- APPLICATION – MASTER WORKSHOP
- RE-INFORCEMENT

**PROGRAM CONTENT AND AGENDA – DAY I**

SESSION	TIME	SEGMENT	TOPICS
<b>DAY I</b>			
INTRODUCTION	9:00 – 10:00	<b>Set perspective and mindset Beliefs and challenges</b>	Personal introductions Identify 1 – 3 key challenges
<b>WHO REALLY IS OUR CUSTOMER?</b>			
<b>Strategic Principles</b>	10:00 – 11:00	<b>Defining Real Customer</b>	
		Customer Definition Principles	Define your Customer Re-fine existing customer definition
	11:00 – 11:15	<b>Break: Beverages &amp; Refresh</b>	
	11:15 – 12:00	<b>Understanding your customer</b>	
		Customer Behaviour axioms	Understanding of Customer behaviour Connecting behaviour to needs
		Customer Necessities	Defining and articulating what the customer really looking for
		The Requirements Challenge	Requirements Types  Identifying valid requirement Mapping to Neccessities
<b>Customer Identity Principle</b>	12:00 – 13:00	<b>Workshop and Exercise : Define your Customer</b>	Application of principles to clarify the real customer set



			Customer Set Selection
	13:00 – 14:00	<b>Break : Lunch Re-fueling</b>	
<b>WHAT's your BIAS?</b>			
	14:00 – 14:30	<b>Cognitive Biases at play</b>	Recognizing engineering biases Techniques for dealing with the biases
<b>WHO REALLY IS OUR MARKET?</b>			
<b>Strategic Principles</b>	14:30 – 15:45	<b>Defining Your Market</b>	
		Market Definition Principles	Define your Market using the Needs framework Re-fine existing market definition
	15:45 – 16:00	<b>Break: Beverages &amp; Refresh</b>	
<b>REAL LIFE APPLICATION – CUSTOMER IDENTITY PRINCIPLE</b>			
<b>Master Workshop</b>	16:00 – 18:30	<b>Customer needs and requirements refinement</b>	Deconstruct one key customer requirement artifact Link product requirements to customer needs Present the customer reasons
Day Close	18:30 – 19:00	<b>Q &amp; A – Pending questions Day Wrap up – Key points and reinforcement</b>	



**STRATEGIC SERIES FOR ENGINEERS**  
**PROGRAM CONTENT AND AGENDA – Day 2**

SESSION	TIME	SEGMENT	TOPICS
<b>DAY II</b>			
<b>RENEW &amp; NEW</b>	9:00 – 9:30	<b>LEARNING POINTS FROM DAY I</b> <b>SET LEARNING POINTS FOR DAY II</b>	Remind and Re-inforce Direction for day
<b>Market Identity Principle</b>	9:30 – 10:00	<b>Workshop and Exercise : Define your Market</b>	Application of principles to clarify the market set Market ≠ Segment
<b>WHO REALLY IS OUR BUYER?</b>			
<b>Strategic Principles</b>	10:00 – 11:00	<b>Defining The Buyer</b>	
		Buyer Definition Principles	Identify the real buyer Define what Buyers are looking for
		Buyer Behaviour Axioms	Buyer Goals Results v Wins
		Buyer Types	Different types of buyers and their motivations
	11:00 – 11:15	<b>Break: Beverages &amp; Refresh</b>	
<b>Real Life Application</b>			
Master Workshop	11:15 – 13:00	<b>Market needs and requirements refinement</b>	Refine existing User Stories Create differentiated stories Link User Stories to market needs Present refined



			requirements or features
	13:00 – 13:45	<b>Break: Lunch Refueling</b>	
<b>Strategic Principles</b>	13:45 – 15:15	<b>Buyer Adoption Model and its impact on Engineering</b>	
Buyer Behaviour not Technology		Principles of Buying Behaviour	Differentiating Buyer types Areas of impact on Engineering
		Buyer expectations at different stages of adoption	Refining market requirements User Stories – Market perspective v technical perspective Refining User stories
		<b>“The Whole Product Model”</b>	Defining whole product Whole product and differentiation
	15:15 – 15:30	<b>Break : Beverages</b>	
<b>Strategic Principles</b>	15:30 – 16: 30	<b>Buyer Value Articulation Whole Problem Model</b>	Learn the P-S-F-B tool Using the tool to align Buyer value
<b>Real Life Application</b>			
Hands-on Workshop	16:30 – 18:00	<b>The P-S-F-B workshop</b>	Building the P-S-F-B model Selecting compelling needs to solve Identify & Define features that differentiate
Making the commitment	18:00 – 18:30	<b>Q &amp; A – Pending questions Pledge to Apply Participant Feedback</b>	