Blackblot® PMTK

Implementation Plan

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Date	Revision	Revised By	Approved By
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1. **Introduction**

   1.1. **Document Objective**

   This document introduces a PMTK implementation plan for corporate product management functions. This plan aims to help companies improve their product management processes through effective execution of product management processes and tasks based on the Blackblot PMTK methodology. The long-term goal of the PMTK implementation plan is to promote continual improvement via the ongoing identification of areas of relative benefit that the PMTK methodology holds for the company and the reaping of those benefits by adapting the relevant parts of the PMTK methodology.

   <Comment: Solid understanding of PMTK is a prerequisite to implementing PMTK in any organization. Although not an immediate requirement, it is strongly recommended that at least one person who has attended PMTK-based training shall manage and lead the execution of the "PMTK Implementation Plan". Assistance from a PMTK expert in planning and executing the "PMTK Implementation Plan" is highly recommended.>

2. **PMTK Implementation Plan**

   2.1. **Section Objective**

   This section facilitates a better understanding of the underlying principles of a process improvement initiative embodied in the PMTK implementation plan.

   <Comment: The objective of this section is to evaluate the company's current product management practice utilizing the PMTK methodology, to identify gaps in roles, responsibilities, processes, procedures, tools, and techniques, and to develop an implementation plan to address the identified gaps and improve the overall product development process. The implementation of this plan does not imply that perfection will be the result. The ultimate goal is to develop a continuous process improvement process that reviews current product management processes at regular intervals to ensure continued success.>

   2.2. **PMTK Implementation Principles**

   - A conscious and continuous effort to improve the company's product management processes must be made for continued success.
   - Commitment from employees and executive management to enact product management process improvement activities must be secured.
   - Employees are officially empowered to improve the product management process by being granted the authority, training, and resources.
   - Realization must be present that adopting best practices drives product management process improvement.
   - The company's product management processes are compared and evaluated without prejudice to industry best practices and established product management methodologies.

2.3.　　PMTK Implementation Task Table

<Complete the table below using the task table glossary and pursuant to the embedded instructions. Follow the outlined order of the PMTK implementation tasks and execute them in sequence. Complete each task as they are all interconnected.>

PMTK Implementation Task	Task Objective	Developmental Actions	Time Frame	Task Owner
1.　　Foundation Stage				
Assessment and Measurement				
1.1.　Perform an individual "PMTK Gap Analysis".	Assess own product management competency. Identify gaps and draw conclusions.	<Concisely note the conclusions. List and prioritize the action items.>		
1.2.　Present team with "Blackblot Models" presentation showing what was learned in training.	Inform and acquaint peers with the PMTK methodology. Solicit feedback and identify key areas of improvement.	<Concisely note the conclusions. List and prioritize the action items.>		
1.3.　Perform collaborative team "PMTK Gap Analysis".	Assess team's competency in performing product management.	<Concisely note the conclusions. List and prioritize the action items.>		
1.4.　Perform collaborative team "PMTK Performance Review".	Measure team's performance level in product management.	<Concisely note the conclusions. List and prioritize the action items.>		
General Processes and Structures				
1.5.　Compare the overall structure of the internal product management process to the "PMTK Action Model".	Verify overall product management process completeness. Establish linkage between current product planning and product marketing activities.	<Concisely note the conclusions. List and prioritize the action items.>		
1.6.　Compare the overall flow of the internal product management process stages to the "PMTK Flow Model".	Verify proper sequence and that product management tasks are being logically performed.	<Concisely note the conclusions. List and prioritize the action items.>		

PMTK Implementation Task	Task Objective	Developmental Actions	Time Frame	Task Owner
1.7. Compare the internal roles and responsibilities to those defined in the "Blackblot Product Management Team Model".	Verify proper product management team structures.	<Concisely note the conclusions. List and prioritize the action items.>		
1.8. Compare the internal roles and responsibilities to those defined in the "Blackblot Product Definition Team Model".	Verify proper product definition team structures.	<Concisely note the conclusions. List and prioritize the action items.>		
1.9. Compare the internal roles and responsibilities to those defined in the "PMTK Task Model".	Verify proper allocation of assignments to the relevant individuals.	<Concisely note the conclusions. List and prioritize the action items.>		
1.10. Compare the internal product management documents to PMTK templates.	Verify consistency, completeness, and appearance of internal product management documents.	<Concisely note the conclusions. List and prioritize the action items.>		
1.11. Compare the internal general management process and activities to those defined in the "process efficiency" section of the "PMTK Action Model".	Verify that general management tasks are performed routinely in an efficient manner.	<Concisely note the conclusions. List and prioritize the action items.>		
Product Planning Processes				
1.12. Compare the internal product planning process to the corresponding process in the "PMTK Action Model".	Verify overall product planning process completeness.	<Concisely note the conclusions. List and prioritize the action items.>		
1.13. Compare the internal product planning and product definition processes to those defined in the "Blackblot Product Frames Model".	Verify the existence of a foundational and methodological guideline governing the internal product planning process.	<Concisely note the conclusions. List and prioritize the action items.>		
1.14. Compare the internal principles for creating market requirements with those defined in the "Blackblot Procedural Requirements Management Model".	Verify that suitable methodology and formal language are used for creating market requirements.	<Concisely note the conclusions. List and prioritize the action items.>		

PMTK Implementation Task	Task Objective	Developmental Actions	Time Frame	Task Owner
1.15. Compare the internal product pricing process to the "PMTK Pricing Model" elements.	Verify that pricing is diligently performed and that product prices properly reflect market value.	<Concisely note the conclusions. List and prioritize the action items.>		
Product Marketing Processes				
1.16. Compare the internal product marketing process to the corresponding process in the "PMTK Action Model".	Verify overall product marketing process completeness.	<Concisely note the conclusions. List and prioritize the action items.>		
1.17. Compare the company's value statements and documents to the PMTK value documents.	Verify completeness and proper definition of the company's value statements and documents.	<Concisely note the conclusions. List and prioritize the action items.>		
1.18. Perform a "PMTK Marketing Review" [optional].	Establish foundational information for use in a range of strategies, tactics, and performance parameters.	<Concisely note the conclusions. List and prioritize the action items.>		
2. Commitment Stage				
Building Consensus				
2.1. Locate cross-departmental links (individuals to support change).	Find individuals in the company who shall internally support and help implement new product management practices.	<List individuals and their roles.>		
2.2. Convene team and cross-departmental links to discuss current analysis and conclusions.	Determine a feasible and realistic action plan in a group setting.	<Categorize and prioritize all previous "developmental actions" into an actionable and sequentially executed action plan.>		
2.3. Set monthly and quarterly objectives reflected as achievable milestones.	Build a measurable list of milestones to foster a positive change in product management practices.	<List the monthly and quarterly objectives.>		

PMTK Implementation Task	Task Objective	Developmental Actions	Time Frame	Task Owner
2.4. Build a master schedule. Set appointments for monthly and quarterly review sessions, including a quarterly "PMTK Performance Review".	Factor the milestones with the action plan into a reasonable schedule.	<Build master schedule, and have it approved by team and stakeholders.>		
2.5. Seek executive sponsor for the proposed changes and schedule.	Locate an individual at the executive management level to help drive change.	<Note name of an executive sponsor.>		
3. Execution Stage				
Enacting Change				
3.1. Present executive team with proposed changes and schedule.	Gain executive management agreement and commitment to the proposed changes and schedule.	<Prepare a brief ten-minute, ten-slide presentation of the proposed changes and schedule.>		
3.2. Allocate the effort to make proposed changes and schedule between the team members.	Introduce action items and measurable goals, which drive the proposed changes and schedule into the team's work plan.	<Create individual and team MBO plans.>		
3.3. Announce and propagate the "PMTK Implementation Plan" and launch date.	Make all aware that an internal change in product management processes has begun.	<Issue an announcement informing of the "PMTK Implementation Plan" launch date.>		
3.4. Launch the "PMTK Implementation Plan".	Improve product management practices at the company.	*<Comment: Continuously monitor and control plan execution.>*		

2.4. PMTK Implementation Table Glossary

- Developmental Actions: Specific actions taken, so improvement is attained.
- Time Frame: Time period in which the developmental actions are taken.
- Task Owner: Individual responsible for the execution of the developmental actions.

3.   Conclusions and Recommendations

    3.1.   Section Objective
        This section provides conclusions and recommendations reached after preparing the professional development plan.

    3.2.   Conclusions
        <Identify and describe any conclusions reached after developing the PMTK implementation plan.>

    3.3.   Recommendations
        <Describe any relevant recommendations.>

4.   Supporting Data

    4.1.   Section Objective
        This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

    4.2.   Assumptions
        <Describe any assumptions made while preparing this document.>

    4.3.   Research Information
        <If relevant, describe and list the type and scope of research conducted while preparing this document.>