STRATEGIZES · RESOURCE

Product Strategy Diagnostic

Twelve questions used in Strategizes advisory engagements to surface where product strategy is breaking down before it shows up in revenue.

Use this diagnostic with your executive team before scoping a strategy refresh. Answer each question honestly. If three or more answers are weak, your product strategy is likely the constraint — not execution, not headcount, and not the market.

1. Thesis & focus

- Can each executive state the product thesis in one sentence, the same way?
- Have you said no to a meaningful opportunity in the last quarter?
- Is there a written list of bets you are explicitly not making?

2. Customer & value

- Do you know which customer segment drives the majority of net new revenue?
- Can you describe the job your product is hired to do, in customers' language?
- Have you spoken to ten customers in the last sixty days?

3. Roadmap & sequencing

- Does the roadmap sequence reflect the thesis, or current loud requests?
- Are trade-offs made explicit in writing, or buried inside teams?
- Is there a single source of truth for what is in and out of the next two quarters?

4. Commercial coherence

- Does pricing reflect the value metric the thesis is built around?
- Is your product operating model designed for the company you are becoming?
- Can you defend the next major product bet to a sceptical board member?

Next step

- Three or more weak answers means the strategy work has not been done.
- Discuss an engagement: strategizes.pro/contact