BALANCING AMBITIOUS IDEAS WITH LIMITED RESOURCES

Product Growth Leaders

Sound familiar?

We have more ideas than we can handle, and too many products competing for limited resources.

How can we confidently choose where to invest and what to scale back?

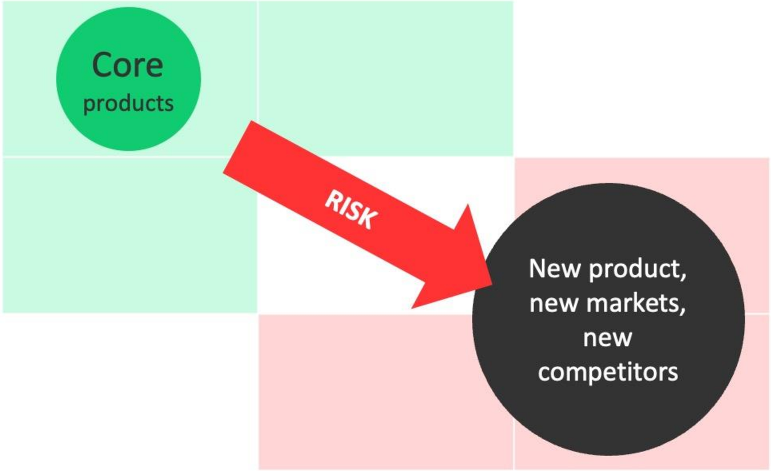
Transform how you manage your product portfolio

Every product leader faces the challenge of balancing ambitious ideas with limited resources.

When there are too many competing priorities, teams often spread themselves thin, diluting impact, frustrating stakeholders, and leaving strategic goals unmet.

Without clear criteria and structured decision-making, valuable opportunities get overlooked, and underperforming products linger, draining resources and morale.

Moving from the familiar to the unfamiliar



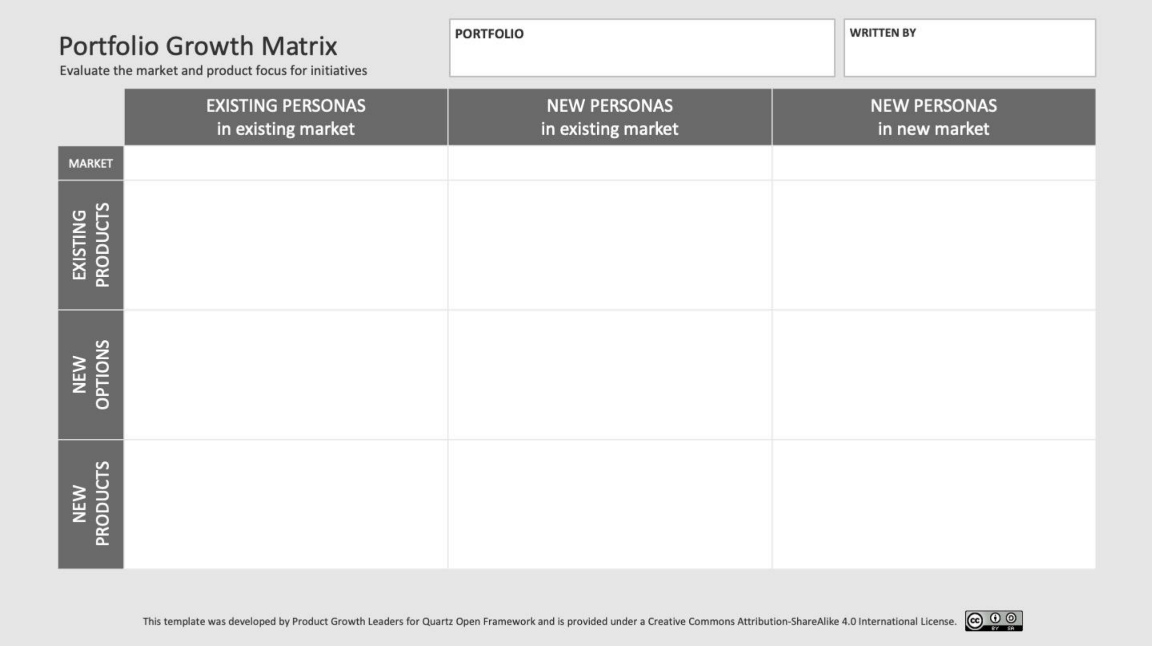
Your risk increases as you move from the upper left to the lower right.

Not that risk is necessarily bad.

But with new products and markets come new competitors.

And many more unknowns.

Use the Portfolio Growth Matrix to map the products in your portfolio.



Portfolio Growth Matrix

Evaluate the market and product focus for initiatives

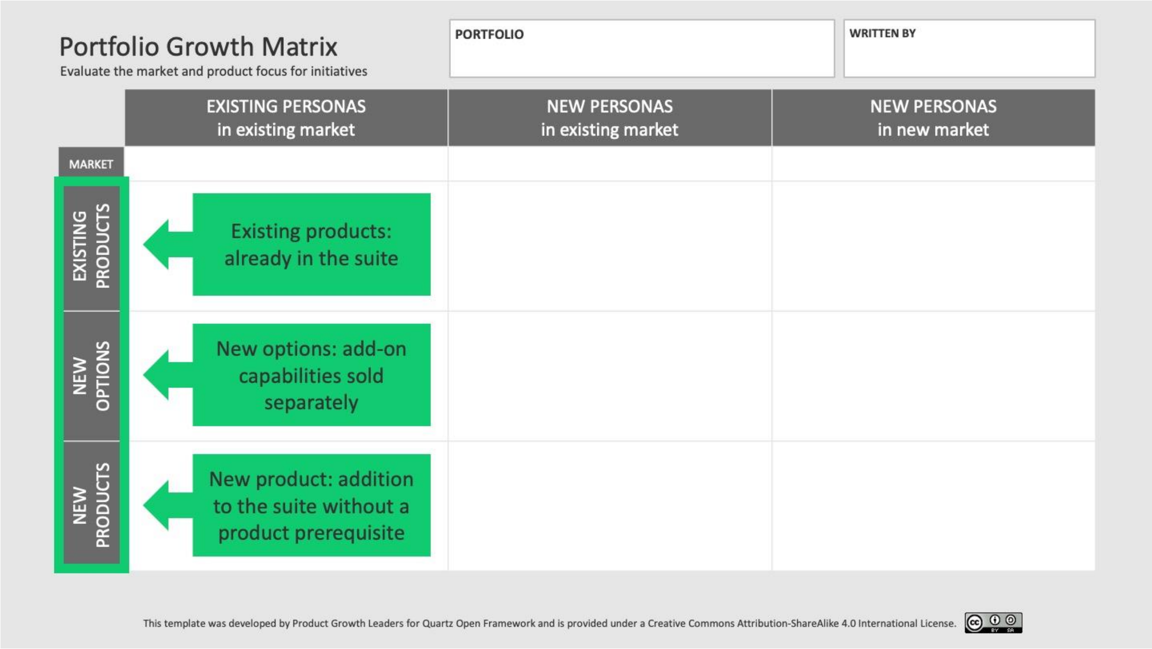
PORTFOLIO

WRITTEN BY

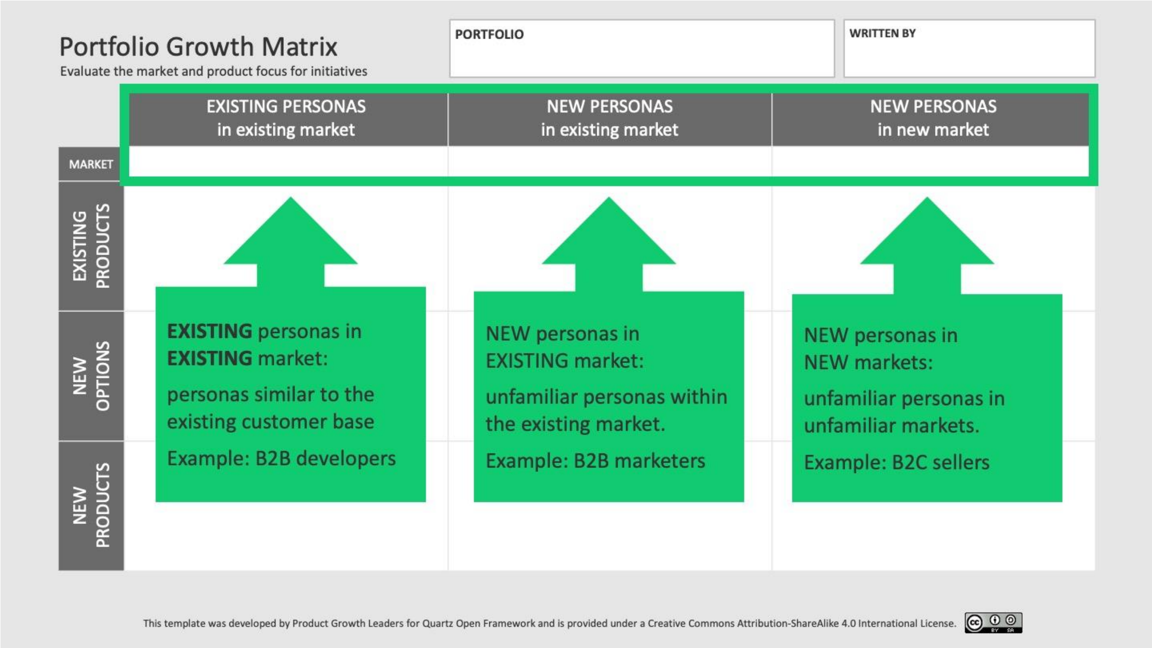
	EXISTING PERSONAS in existing market	NEW PERSONAS in existing market	NEW PERSONAS in new market
MARKET			
EXISTING PRODUCTS			
NEW OPTIONS			
NEW PRODUCTS			

This matrix will help you see where your products and new ideas fit in the market for which personas.

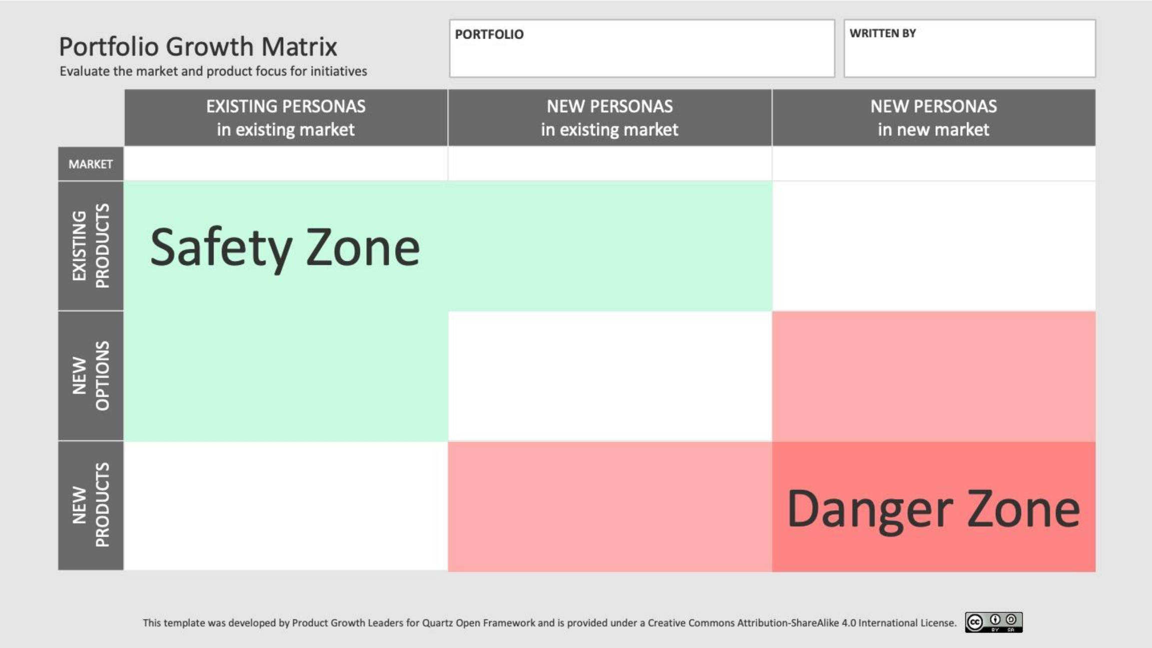
Focus areas: types of product choices



Focus areas: personas and markets



Where do your new ideas fit?



Ultimately, the Safety Zone is where there are fewer unknown factors.

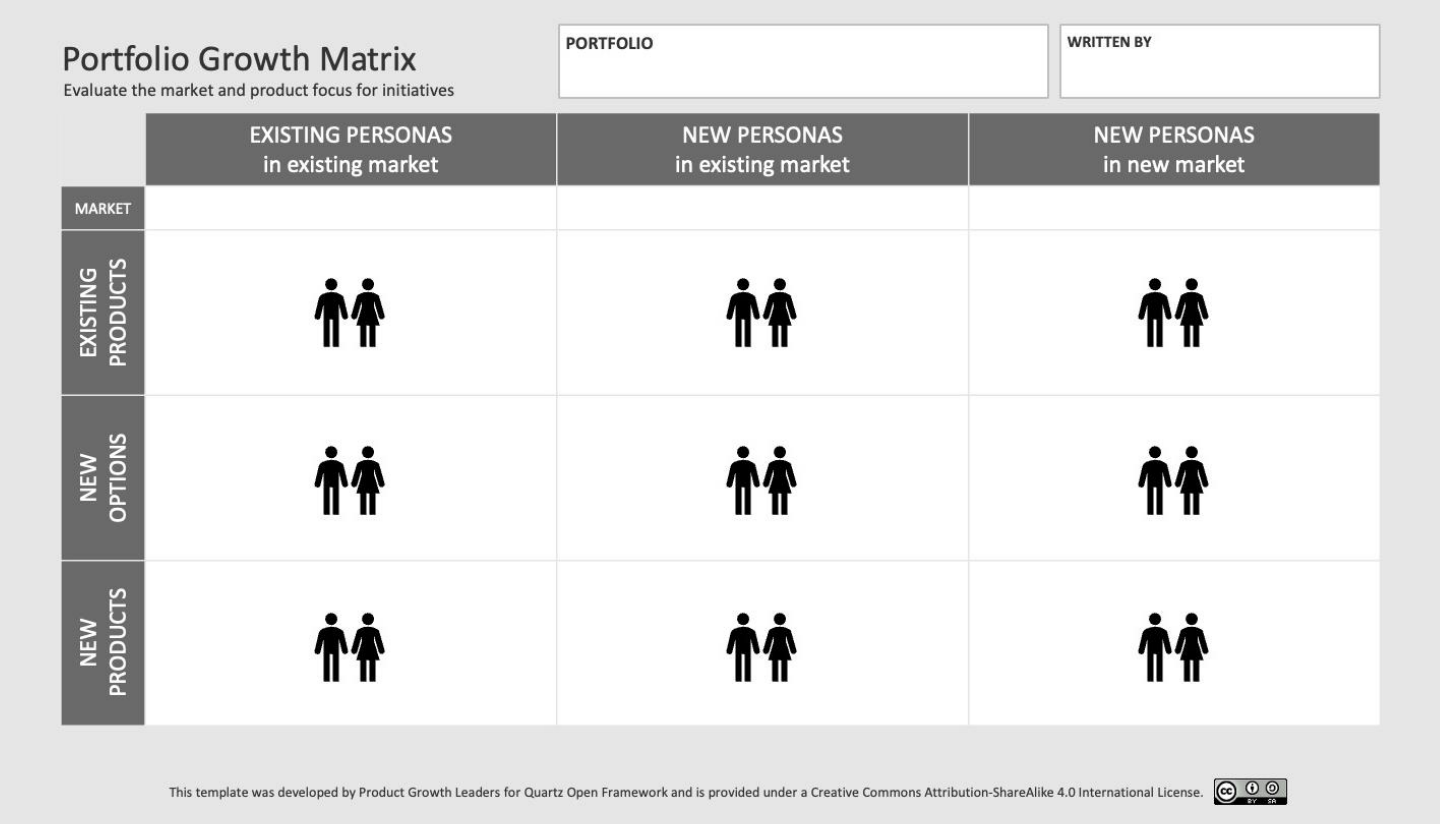
The Danger Zone is where you have many unknowns. More unknowns lead to more risk.

“PEANUT BUTTER STRATEGY”

Attempts to spread too few resources across too many initiatives.

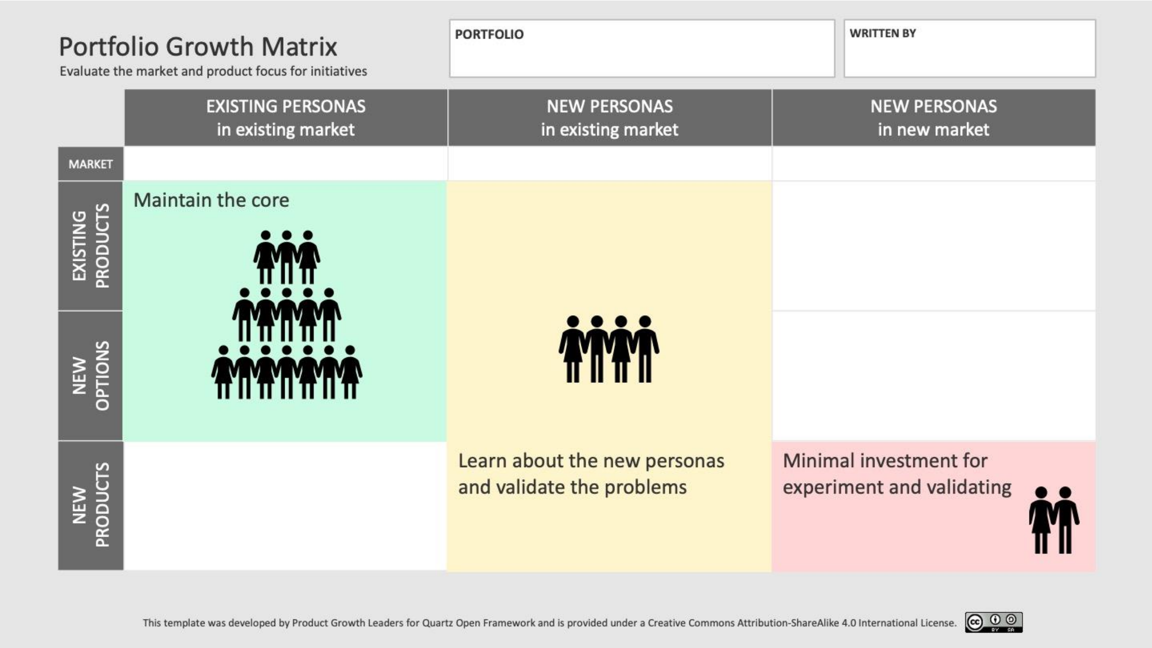
Focus only on those products that deliver impact to both customers and your company.

pgl.llc/i/peanut-butter-strategy



Some organizations have a few people working in every area.

Yet this is often too few to innovate.

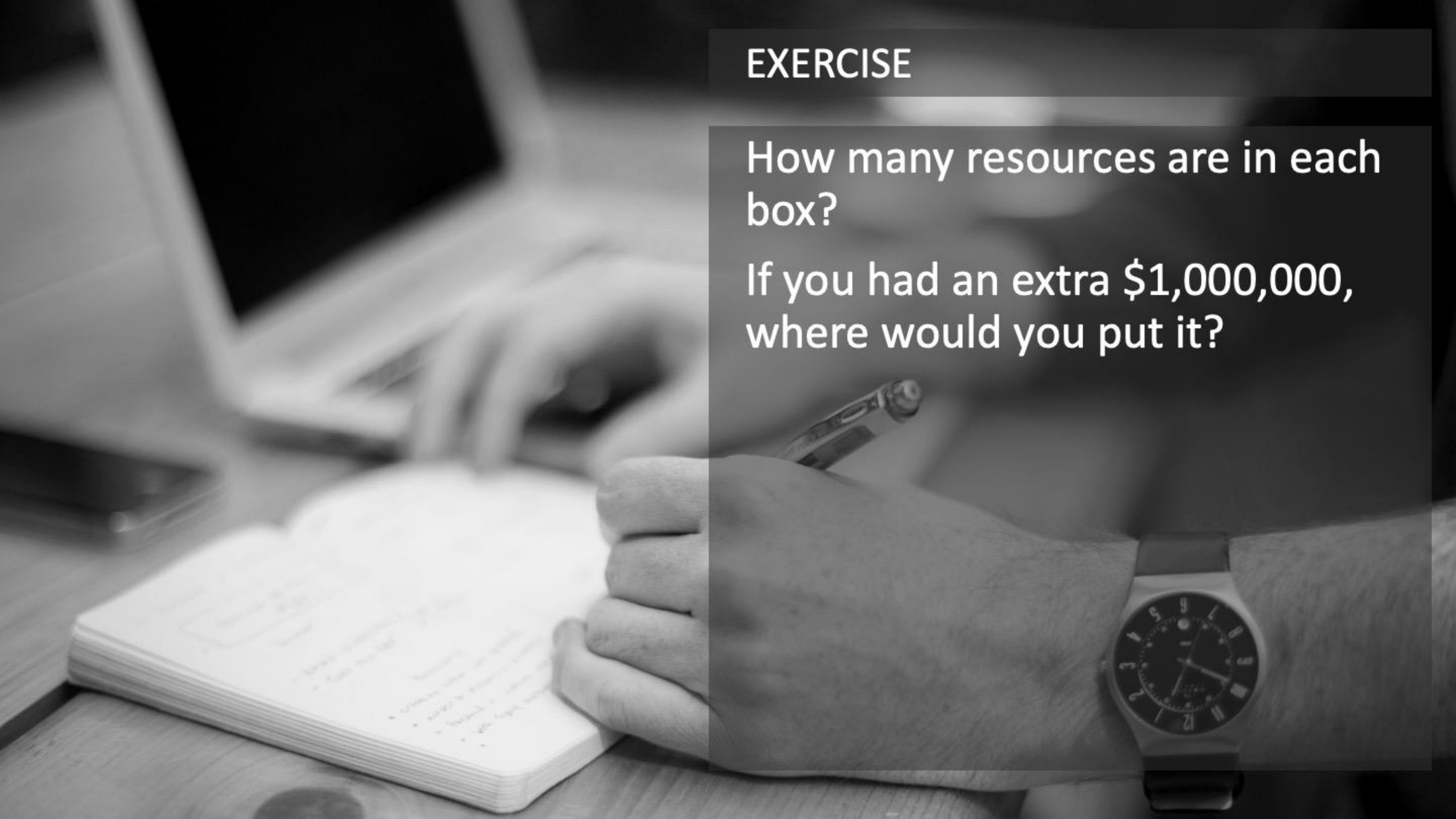


In most cases, you want to maintain your core products. This is usually where we allocate most of our resources. And that's probably right.

To build for new personas in new markets, you'll need a small team to deeply understand these personas and their problems.

For a potential new product in a new market—a new "bet"—consider committing a product manager and a technical lead to validate the potential solution.

But don't take too long. Evaluate the "bet" in weeks, not years.



EXERCISE

How many resources are in each box?

If you had an extra $1,000,000, where would you put it?

You can do this yourself or bring in an experienced consultant to help.

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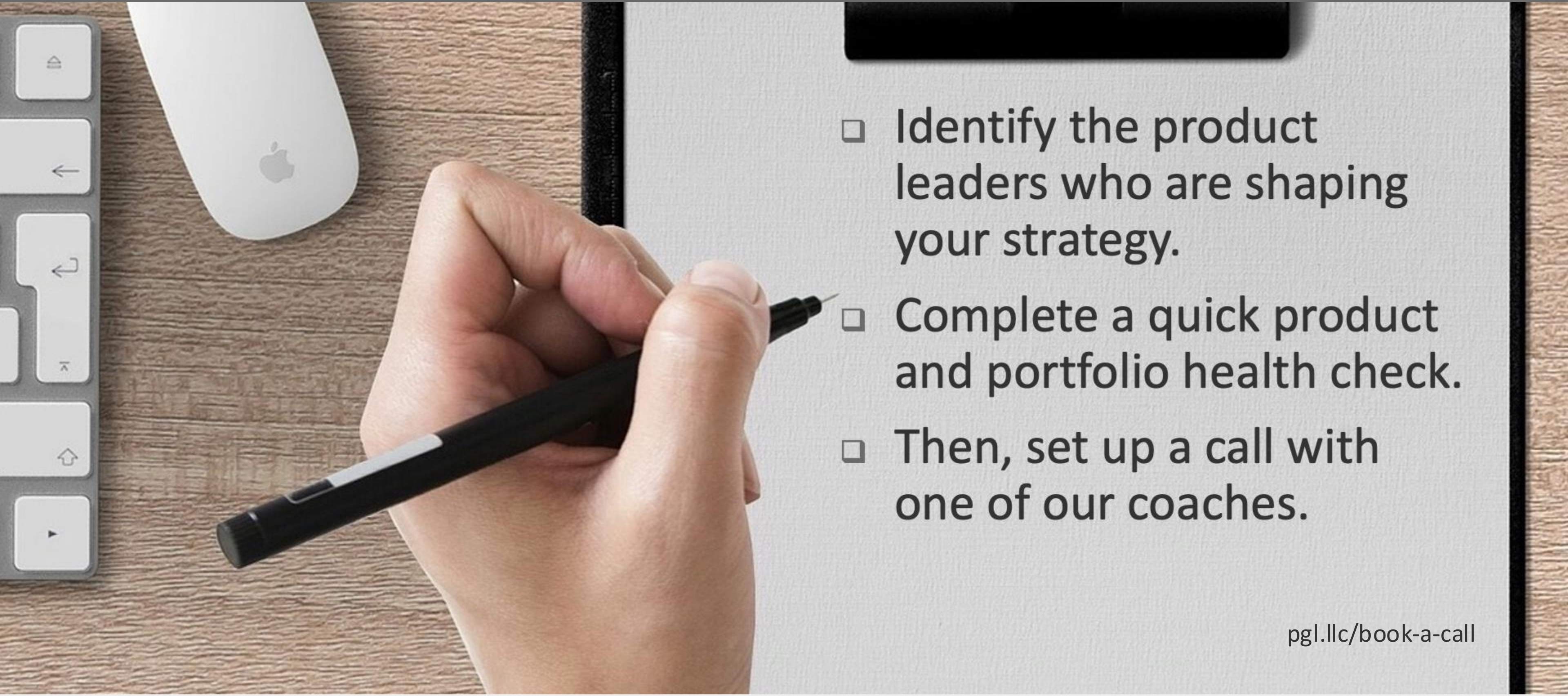
NEXT STEPS


❑ Identify the product leaders who are shaping your strategy.
❑ Complete a quick product and portfolio health check.
❑ Then, set up a call with one of our coaches.
pgl.llc/book-a-call

pgl.llc/portfolio

PORTFOLIO ALIGNMENT INTENSIVE

Follow a structured approach to evaluating and prioritizing new ideas and existing products. You'll confidently allocate resources to high-impact opportunities, strategically scale back or sunset underperforming products, and ensure your portfolio aligns with your organization's strategic objectives, maximizing overall value.

Address urgent needs while building capabilities for the future.

Product
Growth
Leaders