

Time To Market Checklist

1

Intensify the resource commitment and improve workflow

- A short-term solution for speeding a product to market is to intensify the staffing resource commitment to a project.
- Deflect non-critical tasks from the committed resources.



2

Trade off against features/quality (reduce scope)

- If appearing first in the market is imperative and at risk, then trading off features or quality to reduce cycle time is a last resort.
- A careful monitoring of market changes, and product lifecycle management, can help your team make time saving tradeoffs.



3

Follow a small 'a' agile development process

- Have a lightweight, but consistent product development process and use it for speed.
- An agile process relies on strong input from customers and frequent iterations by the team in response to customer feedback.



4

Develop products with dedicated cross-functional teams

- Effective work within a dedicated team is a pillar of innovation and speed.
- Daily meetings of the team create accountability and momentum.



5

Take a Strategic Approach to KPIs

- Strategy can help drive time to market by using speed as a compass – as a North Star.
- Make sure the dimension of time is accounted for in your KPIs.

