***Fearless***: Implementation Checklist

* Take the Productize Maturity Diagnostic to create your roadmap to productization success
* Identify where change is needed around The Four Hallmarks of a Product-Friendly culture (discovery, speed, abundance thinking and collaboration)
* Create, align and communicate your productization vision
* Identify and map stakeholders that can help or hurt your productization efforts. Create a plan for influencing this group to make progress on your productization journey.
* Align on productization archetype (remember you can choose more than one)
  + *Archetype One: Standardize and Tech-enable Delivery of Services*
  + *Archetype Two: Bring Products to Market to Complement Services*
  + *Archetype Three: Build a New Products Business*
  + *Archetype Four: Products Become the Core of the Business and Customized Services Are Sunset or Significantly Shrunk*
* Tame fear by taking a LEAP

### L—Listen to Your Intuition by Quieting the Mind

### E—Expect Less Than Perfect

### A—Ask for Help

### P—Practice Gratitude

* Align on which organizational structure will help make your team most successful
* Define product team roles and responsibilities
* Assess current team’s skills and invest upskilling and/or new hires where needed
* Evaluate people-related processes
  + Performance measures
  + Incentives
  + Assessments
  + Training
  + Operational freedom
* Create product governance structures
  + Determine the scope and mandate for product governance
  + RACI has been clearly outlined for product governance council(s)
  + Identify frequency of review process
* Identify and align on how you will measure success of individual products and your product portfolio
* Follow the Productize Pathway™ for implementing best practices
  + Create a Product-Friendly Culture
  + Align
  + Define the Problem
  + Co-Design & Develop
  + Launch Boldly
  + Manage
* Choose a model for change
  + Model One: Hire or Acquire Pacesetters
  + Model Two: Incubate Product As a Separate Organization
  + Model Three: Create a Movement