



How to Run Innovation Workshops for Product Planning

Focus on planning and strategy is the second-highest mission-critical priority of 2022.^a

Product managers (PMs) are tasked with planning and facilitating innovation, ideation and execution planning sessions as part of the larger responsibility for product planning and strategy.



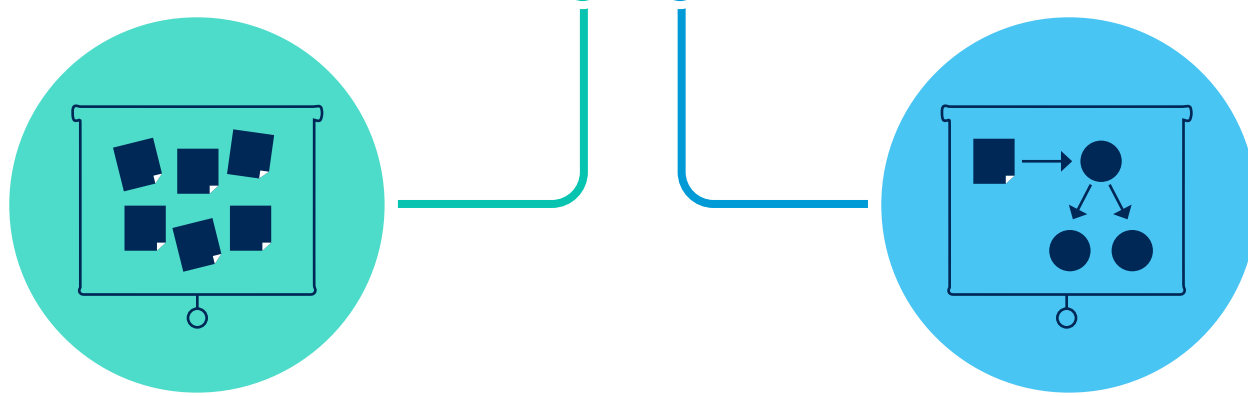
42% rank ineffective corporate investment decisions in the business as the **top barrier** for PM organizations' effective alignment with overall business strategy.^a



Only 19% of PMs place implementing and improving PM tools and processes in the **top five challenges** the PM is confident in solving.^a

Innovation Workshopping Phases

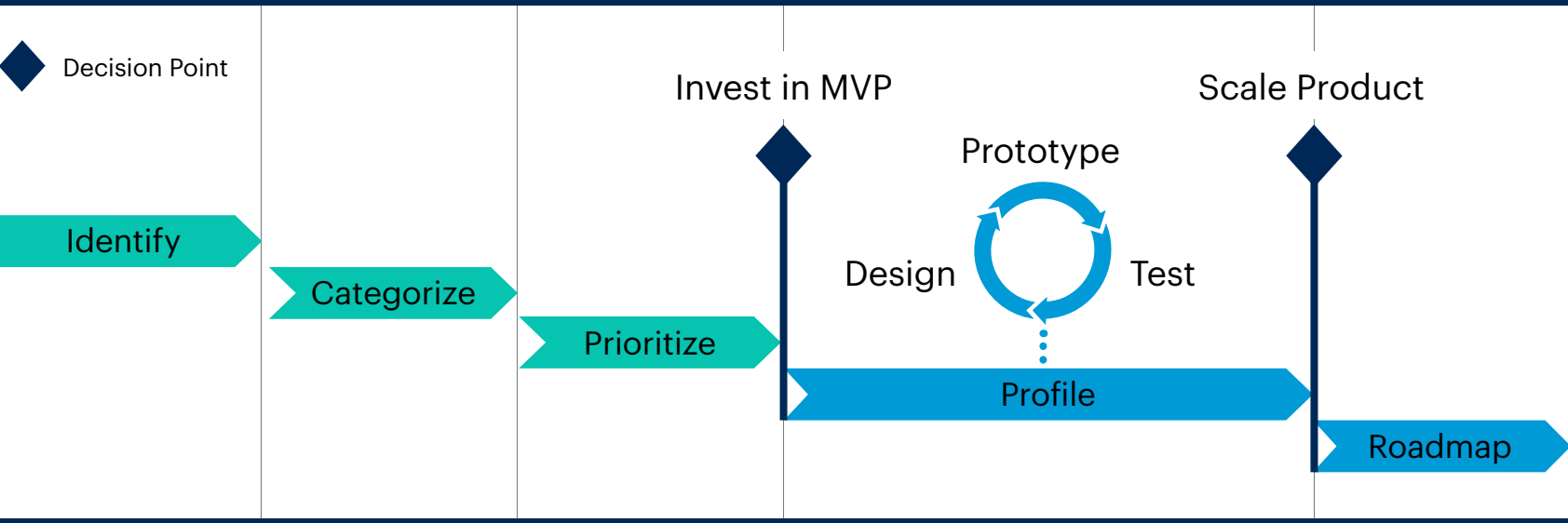
PMs who use robust tools to run effective workshops for strategy and planning drive collaboration toward better product investment decisions.



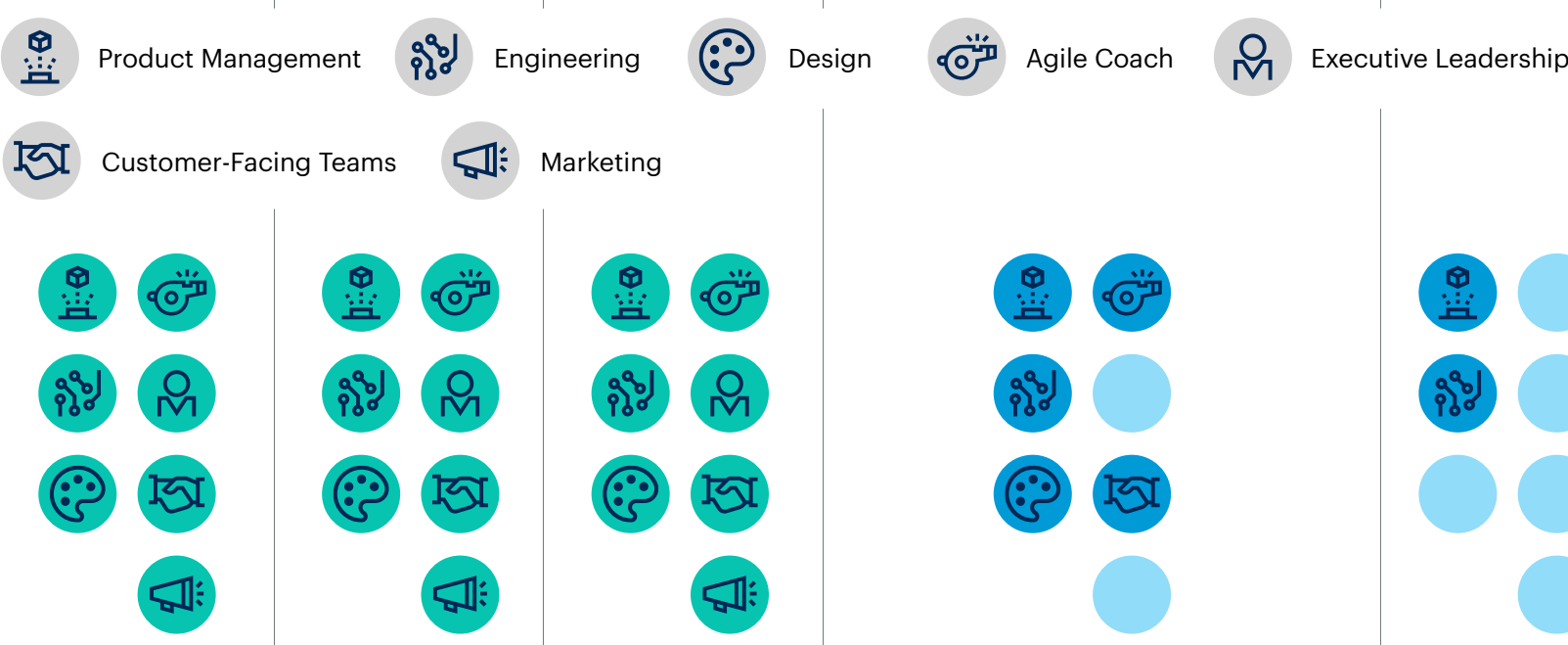
Ideation Phase

Tactical Planning Phase

Product Life Cycle (Strategy and Planning)



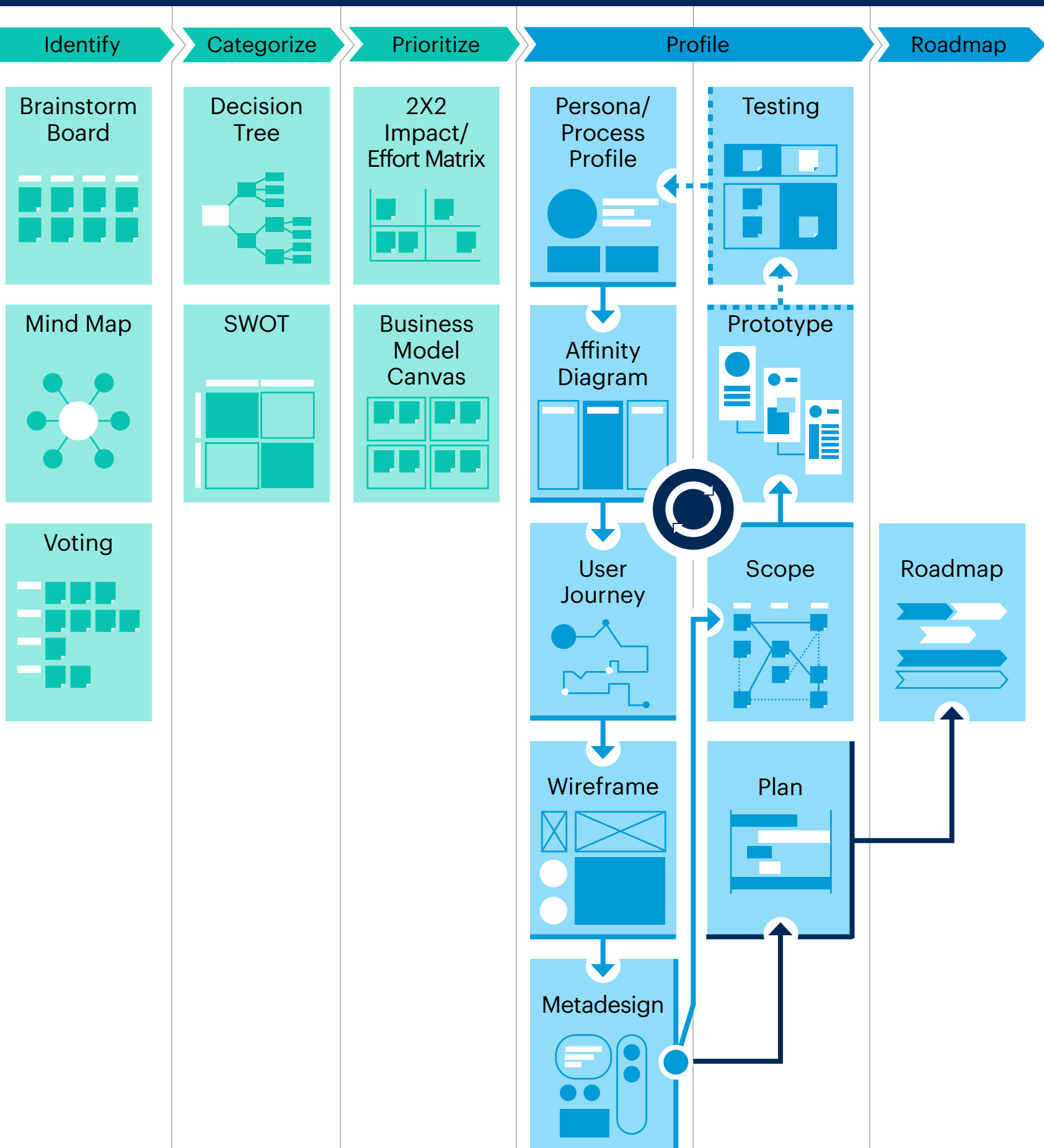
Participants



Workshop Format and Output

	Ideation Workshop (1-2 days)		Design Sprint (1 Week)	Execution Planning Period (3-4 Weeks)	
Decision Point			Invest in MVP		Scale Product
Identify	Identify	Categorize	Design	Test	Roadmap
Output	List of Innovation Opportunities	Categorize List of Opportunities	Product Requirements Document: • Market Opportunity • Persona • MVP • Investment needs	Updated Roadmap: • Themes • Dependencies • Milestones • Timelines/ Horizons	

Enablers and Templates



Tool Examples (Not an Exhaustive List)

Analogue	Virtual Collaboration and Brainstorming	Diagramming	Planning
Miro	creately	draw.io	Aha! asana
Whiteboard	invision klaxoon	Lucidchart	Confluence
Sticky Notes	Lucidspark	productboard	craft.io
	miro MURAL	Monday	Notion

Having baseline processes, methods and tools to build collaborative trust and produce the outputs needed will make a huge difference in developing and maintaining the product's competitive edge.

- Invest in Innovation and Tactical Planning Workshop
- Prepare for Combined In-Person and Virtual Workshops
- Encourage Synchronous and Asynchronous Collaboration
- Improve Participation Using Tools and Technology

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n = 400 respondents

Source: 2021 Gartner Product Management Survey

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