

## Craft World-Class Product Strategies

## Excel at Product Creation and Delivery

### Understand the Market and Customers

Gauge customer needs and addressable markets.

### Assess the Competition

Identify competitor gaps and weaknesses.

### Define the Product Strategy and Roadmap

Build and communicate an effective strategy and roadmap.

### Shape the Product and Portfolio Experience

Deliver a compelling and engaging experience across the customer journey.

### Guide Solution Development

Work with engineering, development, UX & QA to enable a superior experience.

### Support Launch Readiness and Go To Market

Prepare and launch new offerings to market.

### Stay Ahead of Market and Competitive Shifts

Ground market forecasts and market shares, definitions, insights on market dynamics.

### Monetize Emerging Tech and Disruptions

Discover, track and monetize emerging and disruptive technologies.

### Exploit Buying Behaviors

Elevate insights around buying dynamics, buyer personas, and buying team factors.

### Generate Growth Now and In the Future

Innovative strategies and business models that create a competitive advantage.

### Enhance Team and Cross-Functional Collaboration

Align the product vision with the company.

### Innovate Processes and Tools

Improve systems for productivity, collaboration, and key analytics.

### Strategize for Innovation and Disruption

Anticipate and pivot to address disruptive technologies.

### Optimize Pricing and Packaging

Build best pricing, package, and bundling strategies.

### Leverage Partnerships and Ecosystems

Work with stakeholders and partners to drive financial results.

### Manage and Evolve Product Portfolios

Create a product vision that limits client churn and maximizes profitability.

# Gartner Priorities Navigator™ for Product Management Teams

**Capitalize on the Tech Market Landscape**

**Drive Business Model Innovation**

**Lead with Product Management Excellence**