Project vs Product Organization in a Nutshell



Ask us about strategies to move from project to product.
Dandy X-Lab makes it a piece of cake.

DANDY PEOPLE

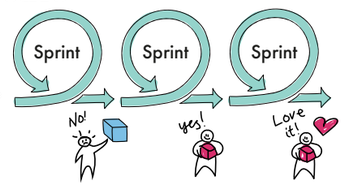
Strategy

Primary Objective



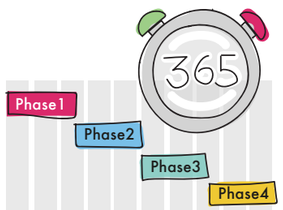
Deliver a defined solution (output) within scope, time, and budget.

VS



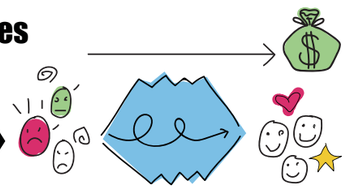
Continuously create, improve, and manage a product for customer and business value.

Core Values



Predictability, control, efficiency, and adherence to plan.

VS



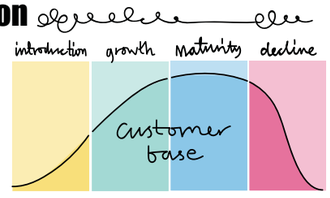
Learning, adaptability, time-to-money, and long-term value creation.

Time Horizon



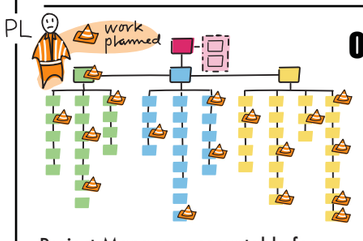
Temporary; ends when deliverables are completed.

VS



Ongoing; continues as long as the product is viable.

Ownership



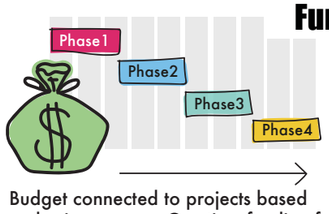
Project Manager accountable for **delivery**.

VS



Product Owner accountable for **product success.**

Funding Model



Budget connected to projects based on business cases. One-time funding for project duration.

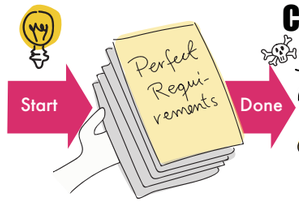
VS



Budget based on the costs of stable, long-lived teams. Continuous funding tied to product performance/value.

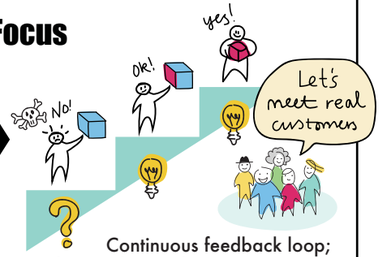
Execution & Delivery

Customer Focus



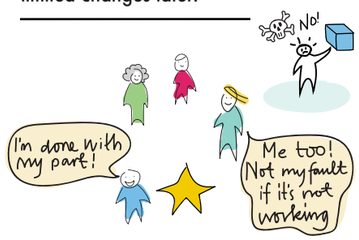
Defined requirements at the start; limited changes later.

VS



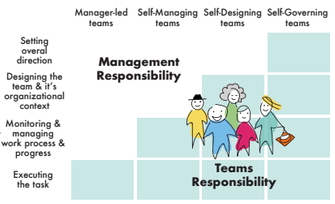
Continuous feedback loop; product evolves with customer needs.

Team



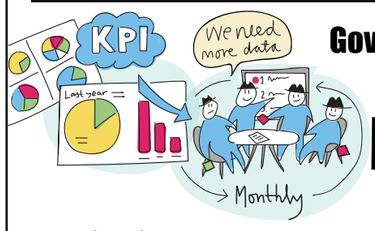
Pseudo-team, temporary. **Common goal**, but with individual contribution.

VS



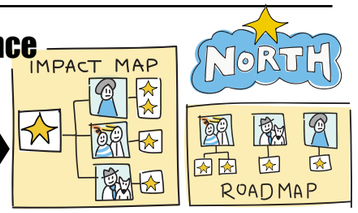
Real team, long-living. **Shared goal**, collaborative work and in need of each other.

Governance



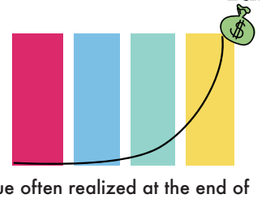
Project boards or steering committees drive decisions.

VS



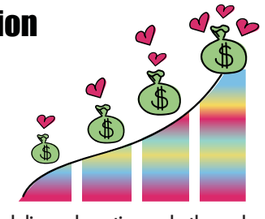
Product Owner takes decisions based on hypothesis based product strategy and user needs

Value Realization



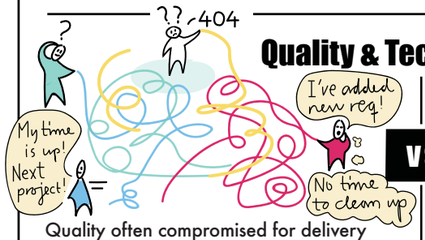
Value often realized at the end of the project.

VS



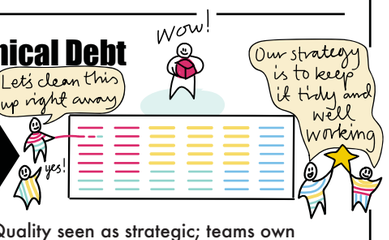
Value delivered continuously throughout the lifecycle.

Quality & Technical Debt



Quality often compromised for delivery speed; technical debt may be left behind with no ownership for cleanup.

VS



Quality seen as strategic; teams own ongoing maintenance and actively manage technical & customer experience debt.

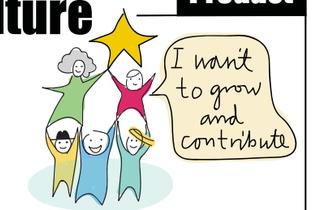
Mindset & Culture

People



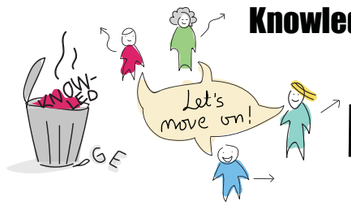
People are treated as interchangeable "resources" – "head counts" & entries in a spreadsheet rather than individuals. Responsibility is tied to the role itself, and individuals are moved around to fit the work.

VS



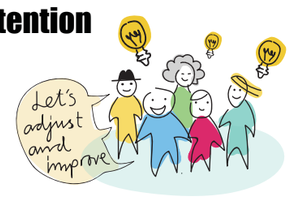
People are recognized as individuals with unique skills, perspectives, and potential. Responsibility is shared and shaped by the team. We shape the work around the strengths and growth paths of people.

Knowledge Retention



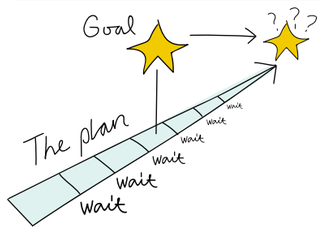
Knowledge may be lost once the project team disbands.

VS



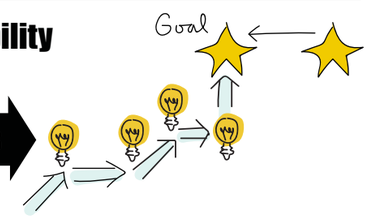
Knowledge compounds over time within product teams. Multi-learning is required.

Flexibility



Limited flexibility. Execute the plan.

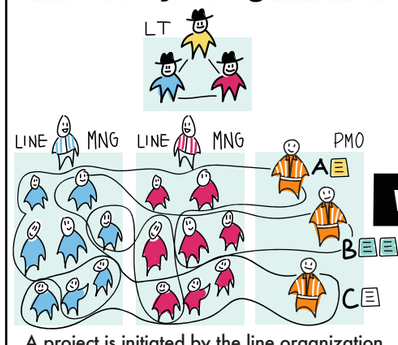
VS



Highly adaptable; roadmap changes with market and customer input.

Organization

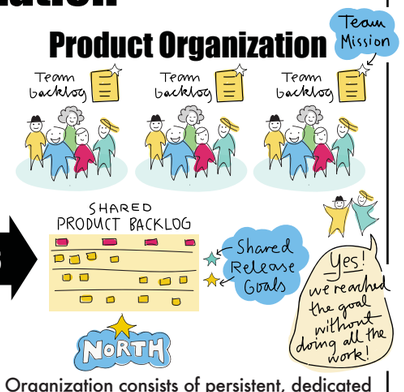
Line & Project Organization



A project is initiated by the line organization to perform work. Project organization is temporary with specialist staffed teams formed for the project. People can be allocated to several projects at the same time.

VS

Product Organization



Organization consists of persistent, dedicated teams aligned to the product domain(s). Any work is brought to the teams.



Poster Collaborators
Mia Kolmodin
Elinor Lange
Frank Olsen

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