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In practice, I rarely see a product strategy artifact; the product strategy is typically dispersed among the product vision, product roadmap, and release plans. So, it was good to see it treated separately as a first-class artifact for strategic planning.

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Strategize is essential reading for everyone in charge of products: product executives, product managers, and product owners." Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced

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5 Steps to a Winning Product Strategy | ProductPlan

Bear in mind that strategy is not fixed: as the market and competition change, your business and product strategies have to evolve. It is therefore important that you regularly review the business strategy, as well as the product strategy—biannual reviews for the former, and quarterly reviews for the latter, as a rule of thumb.

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But you should have some sort of defined approach to developing a winning product strategy. Or, if you'd prefer to think of it this way, you should follow a series of steps that will help you clear a path for inspiration to strike. Here's the battle-tested product strategy formula we recommend. How to Create a Product Strategy in 5 Steps