

## Organize around a customer-centric, product mindset

- Aligning leaders around a product mindset
- Instilling Design Thinking into the organization
- Assessing current state agility and establishing target state
- Establishing a lean budgeting model to support operating in a product model
- Designing the target operating model, governance structures and metrics to measure progress, performance and agility
- Partnering to with private sector partners to maintain innovation



## The product mindset in action

## **Family + Provider Needs** Design Strategy 們 品 Stakeholder **Product Vision Product Product Operating Go-to-Market Activation & Capabilities & Model & Mechanics** Insights & Objectives Strategy **Enablement Service Offerings** & Experience How will you How will you How will you What are your What is your value establish mindsets communicate the What capabilities enable and stakeholder proposition and and organize teams value of your needs? What do and services will activate how will you ensure offerings to to sustainably they find you offer? stakeholders? deliver value? stakeholders? equity? desirable? **Outcomes**

Understanding stakeholder needs, pain points, and desires to ensure what you offer delivers value to them. Alignment on your 'why'
- the vision of your
offering and how that
vision translates into
value for your business.

Clarity on what you are offering (products) and how you are supporting stakeholders to ensure they realize the value.

Understanding how work will be planned, prioritized, delivered, and evolved across the teams and functions needed to deliver value.

Messaging platforms to drive awareness convert stakeholders into advocates.

Confidence there's a plan to drive adoption and ensure your stakeholders are enabled to maximize ROI.

Family, Provider, and Employee Experience