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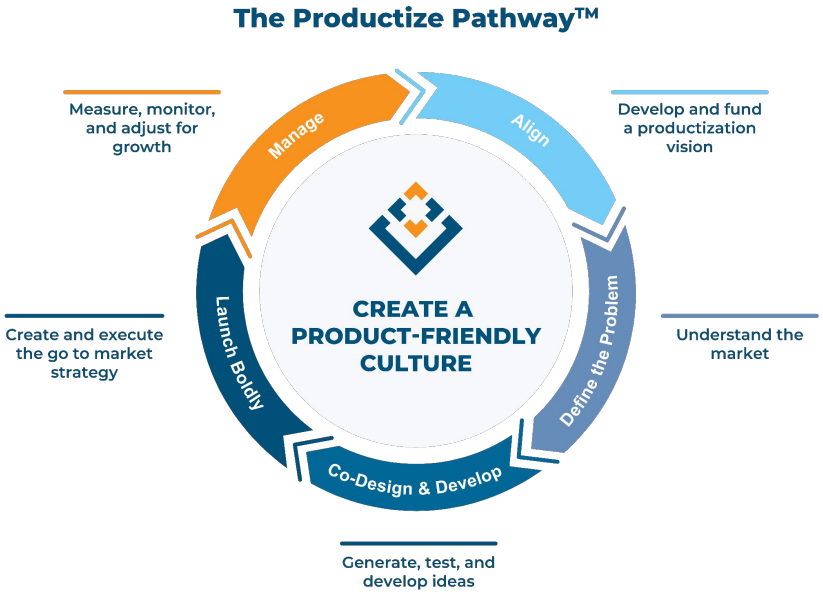
INSIGHTS. INNOVATION. GROWTH.

“Where will your firm's value come from in the AI era?”

Common mistakes B2B professional services firms make as they rethink what they sell, how they deliver it, and what clients will pay a premium for.

The Productize Pathway™ Helps B2B Services Organizations Build Product Innovation Capabilities

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AI Has Progressed. So Have the Problems.

What we hear from B2B services leaders

THEN

"Where can I use AI to automate?"

AI as an efficiency play: faster delivery, lower cost, same offering.

NOW

"Where does my firm's value come from?"

"What will clients pay a premium for, now that they can use AI themselves?"

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7 Deadly Product Innovation Mistakes

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1.Starting too big or too perfectly



2. Focusing on processes before people



3. Aligning to favor core business, rather than new products



4. Developing products that don't solve an urgent & expensive customer problem



5. Designing & developing in a vacuum



6. Fear of cannibalization hinders sales & marketing



7. Stopping at the MVP

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Five Mistakes That Keep Firms from Answering These Questions

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1.Starting too big or too perfectly

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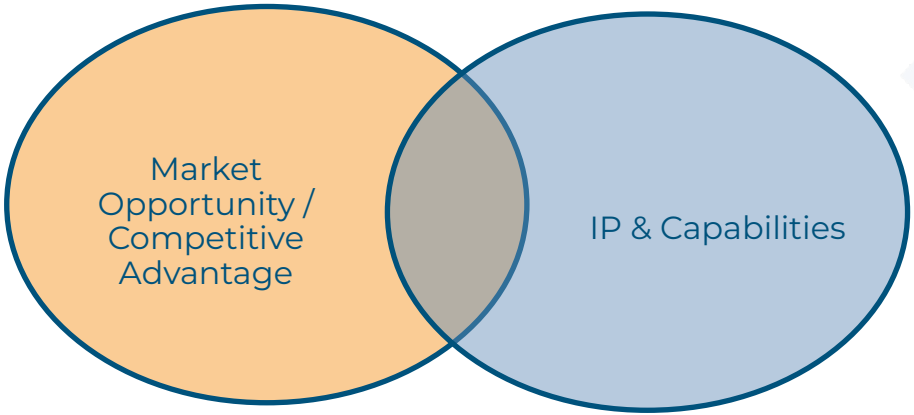
7. Stopping at the MVP

AI doesn't change the rules of productization. Good product management gets results faster. Bad product management amplifies the impact of bad decisions.

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Developing Products that Don’t Solve an Urgent or Expensive Customer Problem

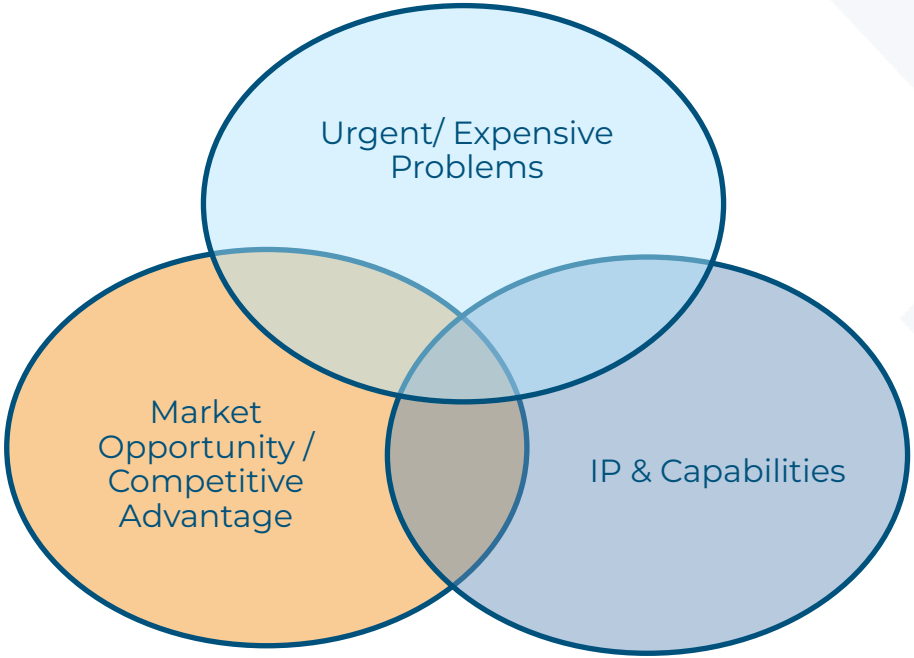
What Most Companies Consider:



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What Customers Will Pay For:

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Tempted to Chase “Great Ideas”

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Unhelpful Initial Criteria for Viable B2B Product Innovation

- ➔ “We have a couple of clients asking for this.”
- ➔ “This is something that would really help us.”
- ➔ “We could do this pretty easily with AI.”
- ➔ “Our competitors have an AI offer and we should too.”
- ➔ “Joan always has great ideas - let’s do what she recommends!”

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Tempted to Chase “Great Ideas”



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Novel ideas and “delightful” products don’t survive rounds of budget cuts or DIY alternatives

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What Makes a Problem Urgent and Expensive?

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Urgent

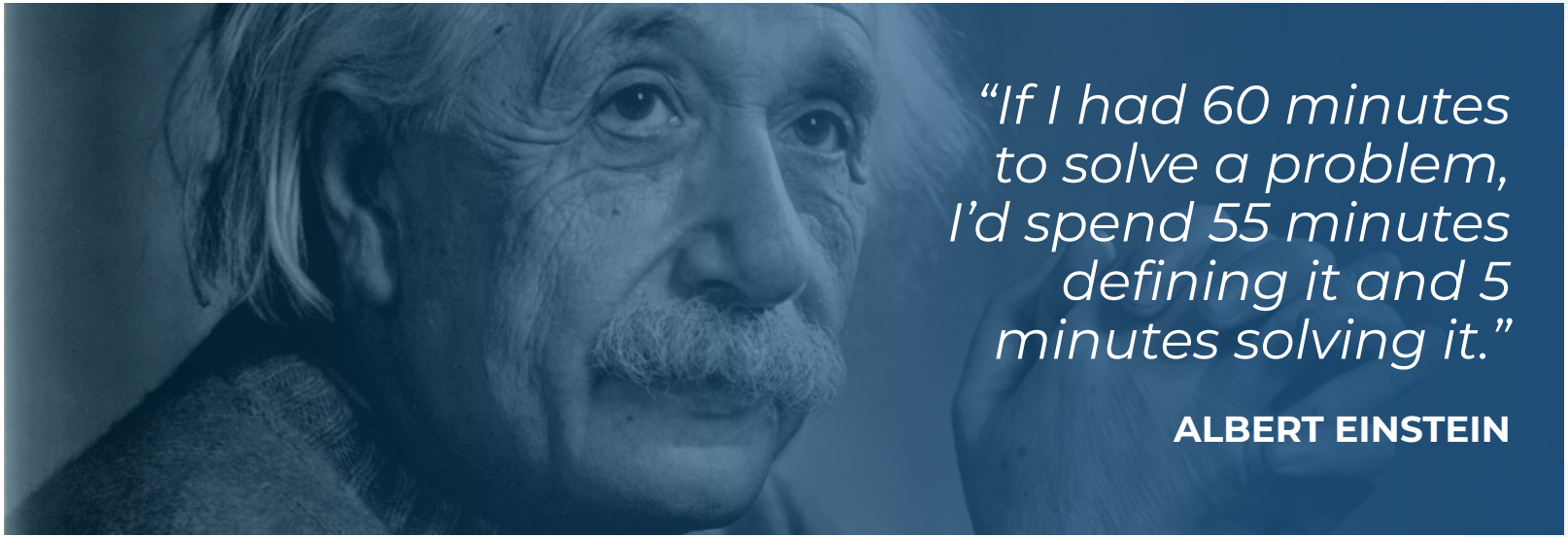
A customer needs to solve the problem this year.



Expensive

A customer would allocate budget or dedicate resources to solving the problem.

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Source: Harvard Business Review

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Designing & Developing in a Vacuum

Your Value Lives in Problems Clients Will Pay to Solve

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1 TALK TO CLIENTS

Find urgent, expensive problems

Ask what they must solve this year and have budget for.

AI helps you sort interviews, tickets, and surveys fast.

2 DESIGN WITH CLIENTS

Build with them, not just for them

Put working demos in front of clients and shape it together.

AI helps you prototype in days, not months.

AI makes building easy. Clients tell you what's worth a premium.

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Favoring Core Businesses, Rather than New Products

The Self Fulfilling Prophecy

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"New products always fail here."



Underinvestment in New Product

New Product Fails

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AI Raises the Stakes

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Protect your explorers

Give new offers their own scorecard

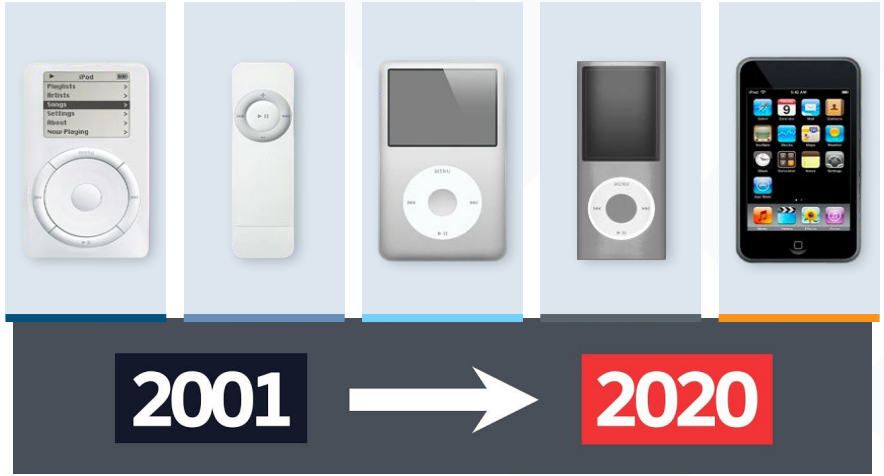
Sunset faster

Your value is moving. Fund where it's going.

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Letting the Fear of Cannibalization Hinder Sales and Marketing

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If you don’t cannibalize yourself, someone else will.

Steve Jobs

Apple Co-Founder, Chairman, & CEO

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Cannibalize Yourself Before Someone Else Does

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AI-native competitors are here

Rethink delivery, not just products

Put AI behind your IP

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Focusing on Processes Before People

Set Up Your Org to Win with AI

Six Levers to Create a Product Friendly Culture

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The Productize Pathway™ is An Iterative Journey of Test & Learn

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People + **Process** = **Behavior Change**







> "You have to make it easier to do the behavior you want than it is to do the behavior you don't want."
> *CHRO, F100 Company*

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Find Where Your Firm's Value Comes From

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Five steps to learn what clients will still pay a premium for.

1	**Set Strategy & Vision**	*- Define where you want to go, and why* *- Choose the client segments to target*
2	**Look at the Data**	*- Review client usage and sales data* *- Track win/loss trends, and the reasons*
3	**Talk to Clients**	*- Find urgent, expensive problems* *- Learn what they'd pay a premium for*
4	**Design With Clients**	*- Put AI-built prototypes in front of them fast* *- Learn how they'll use it and what must change*
5	**Package & Price Your Edge**	*- Turn your IP and judgment into offers* *- Price for outcomes, not hours*

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