

## Product Team Capability Uplift Case Study

Building Confidence, Clarity, and Strategic Maturity Across a Growing Product Org

### Challenge

A mid-stage company had assembled a cross-functional product team but lacked structure around skill development, product thinking, and internal coaching. Many team members were new to product management or operating in hybrid roles. Leadership recognized the need to improve discovery practices, clarify responsibilities, and create a stronger foundation for scalable product delivery.

### Approach

- Conducted diagnostics using a product skills matrix
- Delivered 1:1 coaching to build confidence in strategy, discovery, and delivery
- Equipped product leaders with mentoring tools and coaching frameworks
- Supported operational changes to align behaviors with outcome-driven product practices

### Engagement Milestones

Phase	Key Activities
First 4 Weeks	Ran diagnostic interviews and team skill assessments, identified growth areas, aligned with leadership on coaching goals.
Next 4 Weeks	Delivered 1:1 coaching and small group sessions, introduced discovery templates, embedded team rituals.
Final 4 Weeks	Provided leadership coaching toolkits and peer presentation templates, facilitated roadmap discussions, codified product maturity paths.

### Artifacts Delivered

- Product Management Skills Matrix (Individual & Team-Level Views)
- Discovery Planning Templates
- Leadership Mentoring Toolkit
- Executive Peer Presentation Template
- Persona + Feedback Loop Framework
- Product Maturity Development Roadmap

### Lasting Impact

The engagement helped the team shift from ad hoc delivery to intentional, user-centered product practices. Individuals gained clarity in their roles, improved strategic fluency, and adopted rituals for ongoing learning and feedback. Leadership emerged with a toolkit to continue coaching and enabling their team long after the engagement concluded.