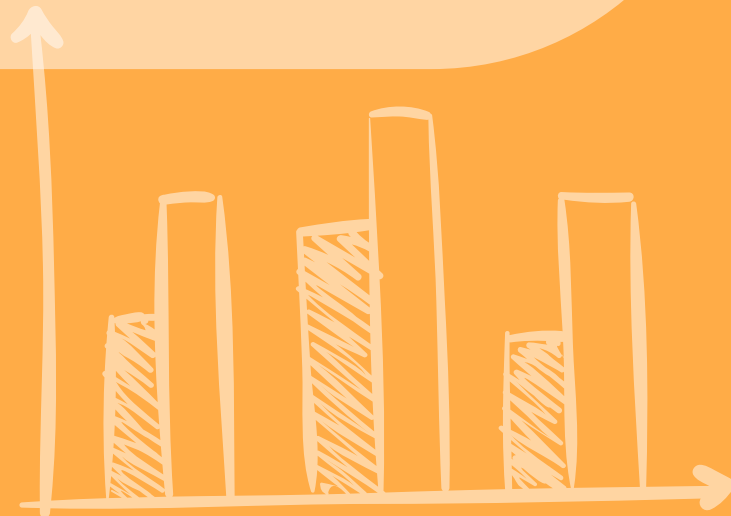planview

MAXIMIZING THE VALUE OF POST-LAUNCH REVIEWS

A Not-So-Secret Recipe for Continuously Improving Your Product Development Process

From the Kitchen to the Boardroom

World-class chefs who run Michelin restaurants don't get there by serving the same old dish over and over — that kind of success requires innovation and constant refinement of both recipes and menus. Similarly, product development excellence requires the same commitment to adaptation and continuous improvement.

- **When the Heat is On:** In today's volatile economic environment, the margin for error in product development has never been smaller.

- **Half-Baked Methodology:** Many companies stop consistent reviews after automating their Stage-Gate process, never completing the full cycle of improvement. This set-it-and-forget-it approach leaves critical insights undiscovered and valuable opportunities on the table, particularly dangerous during economic uncertainty when adaptation matters most.

- **Taste as You Cook:** Despite the name "post-launch reviews," these crucial evaluations shouldn't wait until after market launch. True product development excellence means conducting structured reviews after every gate in the process, not just at the end. This continuous feedback loop maximizes learning and enables mid-course corrections.

Continuously Improve With Post-Launch Reviews: The Master Chef's Approach

Key concepts we will cover:

- ✓ Understanding the review process and its strategic importance

- ✓ Best practices for implementing effective reviews

- ✓ Essential data points to collect and analyze

- ✓ Overcoming team dynamics challenges

- ✓ Real-world examples of review success

Why Conduct Post-Launch Reviews?

Taking the time to do this kind of analysis at each stage fosters a competitive advantage through a systematic approach that:

- **Closes the Loop:** Measures performance against projections, increasing development speed and efficiency

- **Improves Forecasting:** Develops better estimation skills, identifying cost savings and margin improvements

- **Builds Resilience:** Creates adaptability to market volatility, enabling more informed investment decisions

- **Encourages Action:** Applies lessons across the organization to improve future go-to-market strategies

Post-Launch Review Best Practices

Essential Kitchen Techniques

- **Set the Table Right:** Approach reviews with curiosity and learning, not accusation

- **Before & After Measurements:** Establish a clear baseline at project start for accurate comparison against outcomes.

- **Optimize Cooks in the Kitchen:** Include all cross-functional gatekeepers for a comprehensive 360-degree view of the project.

- **Timing the Bake:** Allow sufficient market exposure (6-12 months) before conducting final reviews to gather meaningful data.

- **Taste Test:** Gather direct customer feedback through VOC, NPS scores, and churn analysis to understand true market reception.

- **Learn from Toppled Tortes:** Conduct reviews even for killed projects, as they often contain the most valuable insights.

- **Structured Evaluation:** Use consistent scoring and structured problem-solving to analyze what worked, what didn't, and why.

- **Refine Techniques:** Document where flexibility led to positive outcomes to build adaptability into future processes.

- **Update the Master Recipe:** Revise templates, estimates, and projections based on lessons learned to improve future planning.

- **Share the Cookbook:** Document and distribute learnings across the organization, celebrating wins and acknowledging lessons.

- **Stock the Pantry:** Feed findings back into innovation processes, adjusting screening criteria, gates, and portfolio decisions.

Key Data Points for Effective Post-Launch Reviews

The Critical Ingredients to Measure Out

Team Performance Evaluation

- Cross-functional collaboration assessment
- Team dynamics and support structures
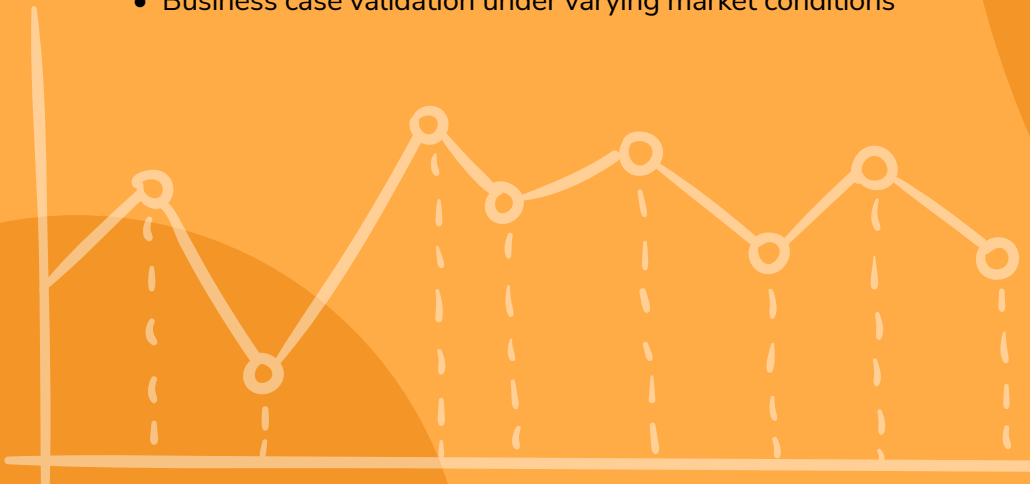- Standard questionnaires and leadership feedback

Process Performance Analysis

- Path selection assessment
- Identification of bottlenecks
- Process improvement opportunities

In-Market Performance Analysis

- Actual performance vs. predictions
- Revenue, adoption, and cost metrics
- Business case validation under varying market conditions

NAVIGATING GENERATIONAL DIFFERENCES DURING REVIEWS

Different Tastes, One Kitchen

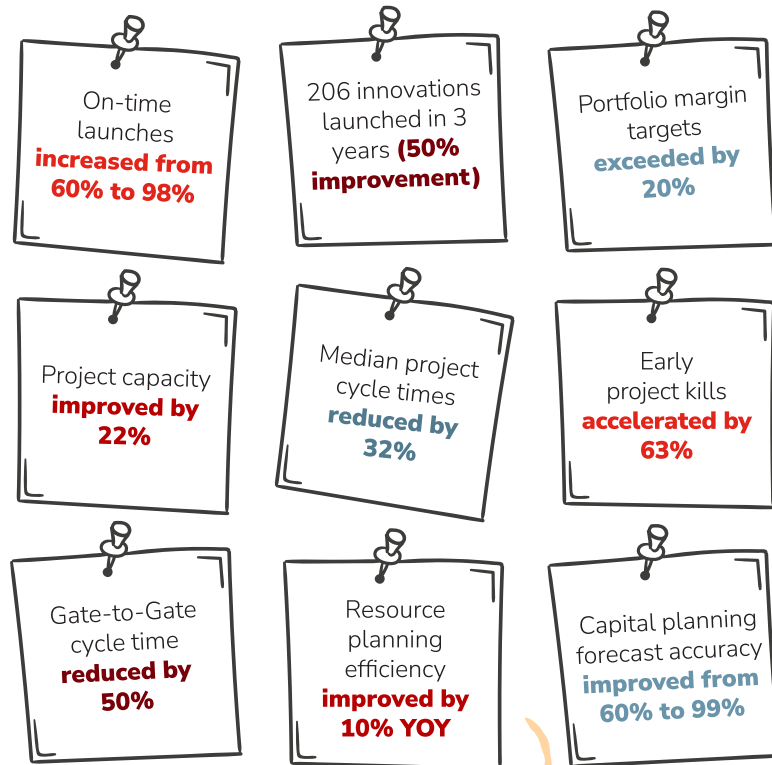| BABY BOOMERS & GEN X	MILLENNIALS & GEN Z
Generally comfortable with direct critical feedback	May benefit from coaching on receiving constructive criticism

Create a Culture of Improvement:
Think of creating a tip sheet for making feedback productive across generations.

TASTING SUCCESS: From Good to Exceptional

A leading consumer packaged goods company implemented structured reviews after each development gate, achieving these impressive results:

On-time launches **increased from 60% to 98%**

206 innovations launched in 3 years **(50% improvement)**

Portfolio margin targets **exceeded by 20%**

Project capacity **improved by 22%**

Median project cycle times **reduced by 32%**

Early project kills **accelerated by 63%**

Gate-to-Gate cycle time **reduced by 50%**

Resource planning efficiency **improved by 10% YOY**

Capital planning forecast accuracy **improved from 60% to 99%**

➡ **Dig into the Full Story**

Perfecting Your Recipe for Success in Any Economic Climate

Performing these vital checks at every gate should never be treated as another tic mark in the product development process. Their core purpose is to seal the leaks in your value pipeline. By implementing a disciplined review cycle, you optimize what you're already doing to ensure every investment delivers its full return.

Good companies follow a process. Great companies learn from that process. Don't leave value on the table. Start capturing and applying those hard-earned lessons to build institutional knowledge that compounds with each product cycle.

Next Steps:

➡ Audit your current post-launch practices against our best practices checklist

➡ Select one upcoming product launch as a pilot for a more rigorous approach to reviews

➡ Set specific metrics to measure the impact of your improved post-launch review process

➡ **Contact us** for a consultation on integrating these reviews into your existing workflows or **watch this webinar** on creating a customer-centric approach to product portfolio management.

Remember: The best chefs don't just create dishes – they constantly refine them.

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