SHOW ME THE MONEY

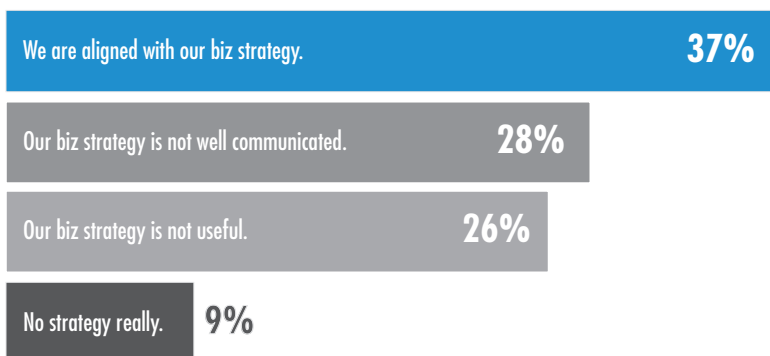Product success is closely tied to the numbers. Here are some financial factors.

Product Manager Role

40% of product team members believe the product manager is the best source for developing a strong business case and as such are MOST OFTEN HELD ACCOUNTABLE for the financial outcomes of a product team's efforts.
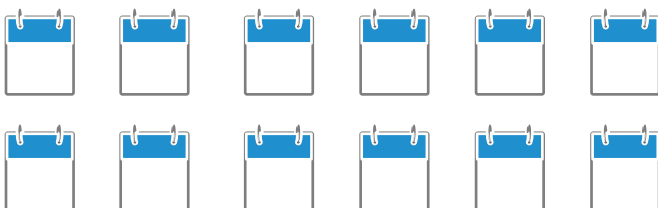
40%

17%

17% of product teams cite ROI as the center of their activities and part of their DNA.
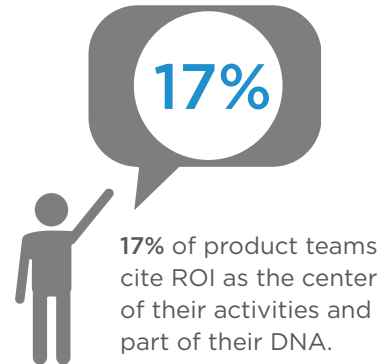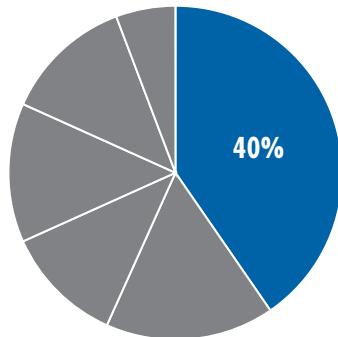
Strategy Alignment

37% of product teams state that they can connect their activities to a coherent corporate business strategy.

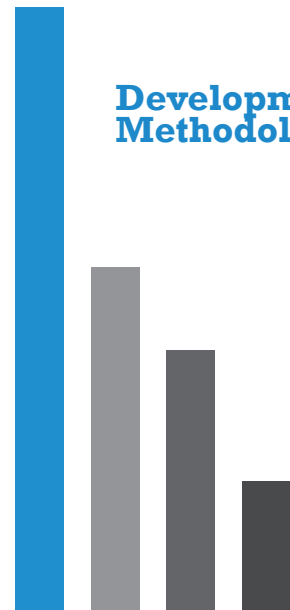|	
We are aligned with our biz strategy.	**37%**
Our biz strategy is not well communicated.	**28%**
Our biz strategy is not useful.	**26%**
No strategy really.	**9%**

Development Methodology

ROI

The most commonly expected ROI payback period is **12 months.**

Of all product development methodologies, Agile is viewed as having the most favorable impact on product profitability by **43%** of product team members.

43%

THE STUDY OF PRODUCT TEAM PERFORMANCE

Actuation Consulting
Propel forward.