

CASE STUDY

Product Organizational Alignment for Manufacturing & Packaging



The Challenge

Too much Work in Progress (WIP) impacted this client in providing predictability on delivery timeframes. Leadership had to quickly jump in and begin a process of continuous portfolio re-prioritization efforts to ensure the teams were only focused on the right items at the right time.

The Solution

Motion Consulting Group worked with leadership to re-assemble and align teams to be product-focused. MCG helped drive product discovery, vision, and roadmap coaching with a goal of being more effective and transparent. By focusing on creating an innovative, scrappy and autonomous culture, product squads increased ownership of decision-making allowing for faster feed from customers.

Outcomes

- Increased Product Team predictability from 50% to 90%
- Identified and prioritized cultural & communication gaps with Teams
- Increased feedback loops from customers & employees to a bi-weekly cadence