



THE
RDCL TOOLKIT
FOR VISION-DRIVEN PRODUCTS

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WHAT'S INSIDE



The Vision Worksheet

Use once every several years (or less)

Define your product vision using a simple "fill-in-the-blanks" worksheet. You'll learn what makes a good vision, and lay the groundwork for your product strategy.



The RDCL Strategy Canvas

Use every 6-12 months

Build out your cross-functional product strategy by evaluating key risk factors and defining your "RDCL": Real Pain Points, Design, Capabilities, and Logistics. You'll learn how to evaluate trade-offs between vision fit and business sustainability, and come up with a strategy to achieve your vision.



The Strategic Roadmap

Use and update every 3-6 months (or more)

Visualize your strategic milestones across time, and assign them to initiatives centered around the right teams and individuals. This isn't your standard product roadmap — it can also include sales, marketing, customer support, and other teams to ensure alignment across all contributors.



The Execution & Measurement Model

Use and update every month (or more)

Finally, collaborate with your managers and functional area team leaders to break down your strategic goals into concrete activities and measurable outcomes. Each metric is tied to a specific hypothesis of change — no hand-waving allowed! This results in a detailed execution plan, guiding your team toward achieving the vision and building a truly radical product.

PART 1

DEFINE YOUR VISION



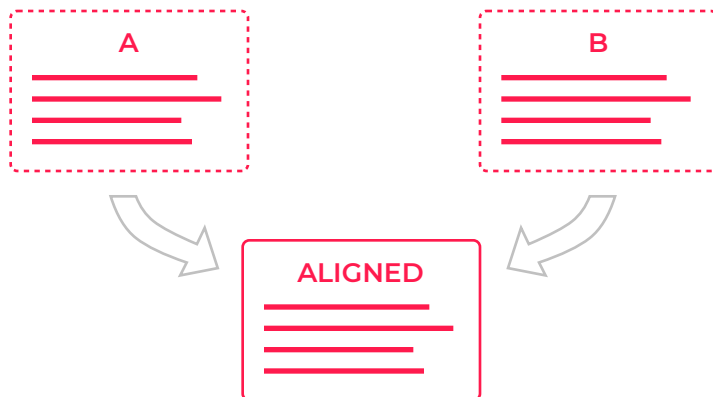


DEFINE YOUR VISION

INSTRUCTIONS

There are three **Vision Worksheets** in this section. The first two are meant to be completed by separate individuals or teams. When both individuals or teams have completed their own Vision Development Worksheets, compare notes and use the third Worksheet to capture a single “aligned” version of your vision to move forward with. Focus on big ideas over exact wording — you can always polish it later.

If you’re working alone, that’s OK too! Try to generate two separate versions of your vision on your own, then pick and choose the aspects of each that resonate most with you.



WHAT’S A “GOOD” VISION?

A “good” vision is **not about you** — it’s about the change you want to see in your corner of the world. A good vision brings your leadership, your team, and your customers into alignment. A great vision will meet all of these criteria:

It’s **PROBLEM-CENTERED**:

A good vision **starts with a problem** you want to see solved in the world. You should even be (a little bit) happy if someone else solves it!

It’s **SHARED BY CUSTOMERS**:

A good vision should be able to be **shared between your team and your customers**. “To be the world leader in...” is not a good vision, because your customers don’t care. They just want the problem to be solved!

It’s **CONCRETE**:

A good vision **visualizes a concrete end state** in which the problem is solved. Be as specific as you can about what that world looks like.



VISION

VISION WORKSHEET

TEAM A

Today, when

customer/user segment

want to

desirable activity/outcome

they have to

current solution(s)

This is unacceptable,
because

shortcomings of current solutions

We envision a world where

shortcomings are resolved

We're bringing this
world about through

broad technology/approach



VISION

VISION WORKSHEET

TEAM B

Today, when

customer/user segment

want to

desirable activity/outcome

they have to

current solution(s)

This is unacceptable,
because

shortcomings of current solutions

We envision a world where

shortcomings are resolved

We're bringing this
world about through

broad technology/approach



VISION

VISION WORKSHEET

ALIGNED VISION

Today, when

customer/user segment

want to

desirable activity/outcome

they have to

current solution(s)

This is unacceptable,
because

shortcomings of current solutions

We envision a world where

shortcomings are resolved

We're bringing this
world about through

broad technology/approach

PART 2

DEVELOP YOUR STRATEGY





DEVELOP YOUR STRATEGY

SECTION CONTENTS



SUSTAINABILITY ANALYSIS

Perform a high-level **Sustainability Analysis**, surveying your most significant product risks and coming up with a “Sustainability Statement”.



RDCL STRATEGY CANVAS

Generate multiple strategic options using the **RDCL Strategy Canvas**, covering a wide range of potential ways forward for your product



VISION/SUSTAINABILITY TEST

Evaluate the potential impact of each strategy using the **Vision/Sustainability Test**, and pick one strategy to pursue.

When you are finished with this section, you should have decided upon one strategy that best balances vision fit with sustainability.

If you can't find a viable strategy, you may have set yourself a vision that you cannot realistically achieve. If so, you may wish to re-evaluate your vision and try aiming at something more achievable. You can always evolve your vision in the future once your initial vision has been realized.



Get the rest for free at
www.radicalproduct.com/toolkit