

# Working Backwards Ideation Workshop

The Working Backwards approach is a proven product development methodology that streamlines the process of defining and building new products or features.

In a nutshell, this methodology's focus is to identify the opportunity to tackle before determining how to tackle it. This approach has the potential to revolutionize businesses by creating new revenue streams, new product offerings along with optimizing operations, and enhancing customer experiences

## Who Should Participate

As Presidio conducts these single day workshops, business and technology executives along with subject matter experts are crucial participants

Suggested Attendees:

- Business Stakeholders (would include executive suite, individuals with responsibilities for business strategy and P&L)
- Technology Leaders
- Innovation Leaders



## Workshop Topics

The following topics are covered during the workshop:

- Overview of Working Backwards approach
- Discovering the “right opportunity” or problem to solve
- Identifying the types of users or personas along with the desired features and functionality
- Journey mapping for select personas
- Creating the ideation backlog
- Picking the right idea by discussing business and technology drivers, understanding key factors and define success criteria
- Discuss current / desired technology stacks, architectures, deployment, and technical debt

## Key Workshop Outputs

Gain immediate value and insight through the following key outputs of the workshop:

- Business alignment of high-level goals and objectives
- Initial list of prioritized features with immediate business relevance
- Experiential and technical solution summaries that align with the minimum lovable product
- A phased implementation plan, including next steps, timelines, and resource needs to bring the product to market

## Benefits of Workshop

The workshop provides your leadership team with the following benefits:

- An understanding of key areas where Presidio can help drive innovation to address your specific business needs
- Identification of impactful business ideas for your organization commencing with selection of one idea to pursue
- Establishing an idea backlog of the remaining impactful ideas to be considered for future development
- Understand the tradeoffs between MLP and MVP
- Identification of the features that create a Minimum Lovable Product
- How to validate the selected idea with target personas



Let us know how we can help  
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