

## PRODUCT OPERATIONS

# Create value, gain visibility—and deliver the software users need

The Groundswell approach to Product Operations gives teams the understanding and tools to deliver predictable, measurable, and demonstrable value that consistently drives toward the mission.

### The challenge

## Are your teams using agile creating value?

Many leaders immediately turn to “teams & technical agility” to speed up software delivery—but major obstacles to value persist:



**Siloed delivery inhibits delivery of value to entire business**



**Conflicting, shifting and competing priorities**



**Lack of continuity, consistency, and alignment**



**Inability to measure or track progress**



**No strategic vision for delivering on overall mission**

### Our solution

## Product Operations brings value to light

Product Operations tackles the challenges above and more. It enables leaders and teams to give and receive higher quality information and align to strategic goals—all to maximize and accelerate value delivery.

### Frameworks

- Prioritize and sequence work, custom to your pragmatic needs
- Use the right metrics to measure and track progress
- Allocate resources more efficiently and effectively

### Roadmaps

- Develop unified roadmaps that drive strategic initiatives
- Implement principles, tools, and best practices for collaboration
- Create strategic alignment across your agency, and measure against your goals

### Mindsets

- Shift from a project mindset to a product mindset
- Create a culture of accountability across leadership, teams, vendors, and clients
- Promote data-driven decision-making agency-wide

## Seismic benefits

# Value you can see— every step of the way

Measuring the output is important. It is even more important to measure the results and behaviors that are measured as outcomes.

Groundswell provides the tools, skills, coaching, and partnership to help agencies build an organizational foundation for growth that delivers value to the end user in the most effective and efficient ways.



**Agency-wide commitment and alignment**



**Continuous organic collaboration**



**Visibility into what is blocking success**



**Measurable progress to mission and goals**

# Making an impact for the government

Product Operations has empowered the Centers for Medicare & Medicaid Services to distill their vision into processes and frameworks that have delivered successful product outcomes—and new levels of value.



## Our approach

# Proven innovators in the federal space

At Groundswell, our extensive experience driving results in the Private and Federal spaces has shown us the power of Product Operations.

Our pioneering approach is not one-size-fits-all. Instead, we work with stakeholders at all levels to gain visibility into systemic challenges and develop solutions that improve them holistically—so that the entire agency can learn, grow, and drive value together. By applying our tools and frameworks in the way that best suits your needs, Product Operations can make an impact quickly on your agency and its end users.

Are you ready to make the leap from faster software delivery to more rapid value for end users? Let's get started today.

### Tara Williams

Director of Product Management

[twilliams@gswell.com](mailto:twilliams@gswell.com)

412.901.7063