

# The Product First<sup>™</sup> Manifesto

{ **At the core of every great company are great products.** }

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Great Products

create bonds with customers.

create value for shareholders.

energize employees.

differentiate a company in the marketplace.

## THIS **IS** Product First

Companies everywhere are embracing the basic belief that putting **Product First** is imperative for success. When the mission of building great products is at the core of everything, every meaningful measure of business success will follow.

**Product First** is a rallying cry for what has always been true – the product makes the company. It helps companies maintain their product focus while also working to meet other business needs.

**Product First** creates a belief system that galvanizes the entire value chain. It places product development at the center of the enterprise – driving customer satisfaction, operational efficiency and the business goals of the company. It establishes a unifying framework for other business processes that manage supply chains, customer relationships and other resources to create value. It calls companies forward to devise a product-centric strategy, build the infrastructure, and embrace the culture of putting **Product First**.

The mission of **Product First** begins as great movements always do – with an idea that fuels the desire to create something new, something better than what existed before. Empowering this most intrinsic of human desires and the ability to achieve it – that is what **Product First** is all about.

- > **It's why we all come to work each day.**
- > **It's the wellspring of our passion and zeal for excellence.**
- > **It's what drives our continued success.**

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**At the end of the day – Every day – It is what matters most.**

**Recognizing that it is not the company that makes the product, it is the product that makes the company.**

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