How might we manage our product and service offerings more like a business?

Prepared for {department name}
Date / Month DD, YYYY
Version / Draft Version #

1.0 / Desired Outcomes

Desired Outcomes	Potential Deliverables
Understand desired outcomes for departments that CTM is uniquely able to assist with.	
A listing of CTM business and product lines more in line with expectations and views of customer departments	List of current product lines associated with 8 areas, that reflect how CTM customers view/talk about CTM services Assessment of product lines: market size, who we're serving, what's working, what's not
Identify business capabilities needed to deliver on the city's mission and accomplishment of SD 23	A map of business capabilities showing common business outcomes

1.1 / Target audiences

The primary and secondary audiences for your desired outcomes

Primary audiences	Secondary audiences
city department staff	
ctm employees	
department directors	

1.3 / Exploration questions

Open questions that we may need to answer in order to reach our desired outcomes.

- How might we align services under product managers?
- What is the most value we offer to city staff?

2.0 / Teams

Core team
Works on the project on a daily basis

- **{Role 1}** / {individual name}
- **{Role 2}** / {individual name}
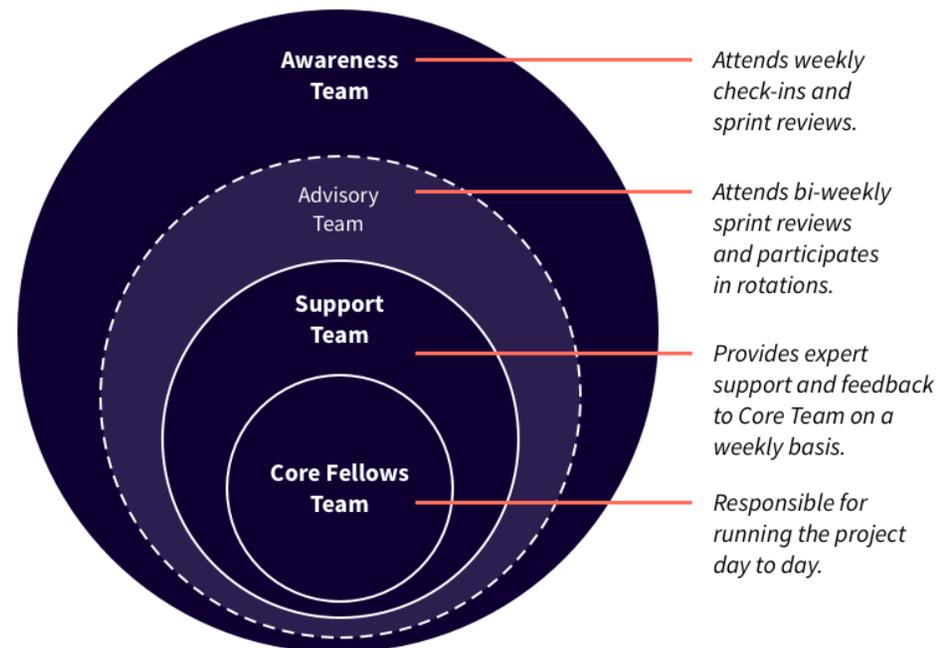- ...
- **{Role n}** / {individual name}

Support team
Assists the project as needed

- **{individual name 1}** / {title}
- **{individual name 2}** / {title}
- ...
- **{individual name n}** / {title}

Advisory team
Attends bi-weekly sprint reviews

- **{individual name 1}** / {title}
- **{individual name 2}** / {title}
- ...
- **{individual name n}** / {title}

Awareness Team — Attends weekly check-ins and sprint reviews.

Advisory Team — Attends bi-weekly sprint reviews and participates in rotations.

Support Team — Provides expert support and feedback to Core Team on a weekly basis.

Core Fellows Team — Responsible for running the project day to day.

Awareness team
Receive monthly project updates

- **{name 1} /** {title}
- **{name 2} /** {title}
- **...**
- **{name n} /** {title}

3.0 / Costs

Costs for fellows and other temporary staff serving on project, averaged at $50/hour

Role	Weeks	Total Allocation	Cost
Role 1	#	100%	
Role 2	#	100%	
….	….	100%	
Role n	#	100%	
Total paid by {department}			**${sum}**

4.0 / How we work

Across all of our projects, we focus first on the needs of the residents and city employees who use our services. You can read more about our practices in the *U.S. Digital Services Playbook* at playbook.cio.gov:

1. Understand what people need
2. Address the whole experience, from start to finish
3. Make it simple and intuitive
4. Build the service using agile and iterative practices
5. Structure budgets and contracts to support delivery
6. Assign one leader and hold that person accountable
7. Bring in experienced teams
8. Choose a modern technology stack
9. Deploy in a flexible hosting environment
10. Automate testing and deployments
11. Manage security and privacy through reusable processes
12. Use data to inform decisions
13. Default to open

5.0 / Signatures

Signatures below indicate agreement to working method, employee time commitment, and costs

Name	Title, Department	Signature