

Pivoting as a Way of Life: *Stop Chasing Unicorns and Product-Market Fit*

A new startup and product operating model with comprehensive coverage of data and AI

A game-changing guide for entrepreneurs, product managers, and innovators who want to thrive in today's fast-paced business environment.

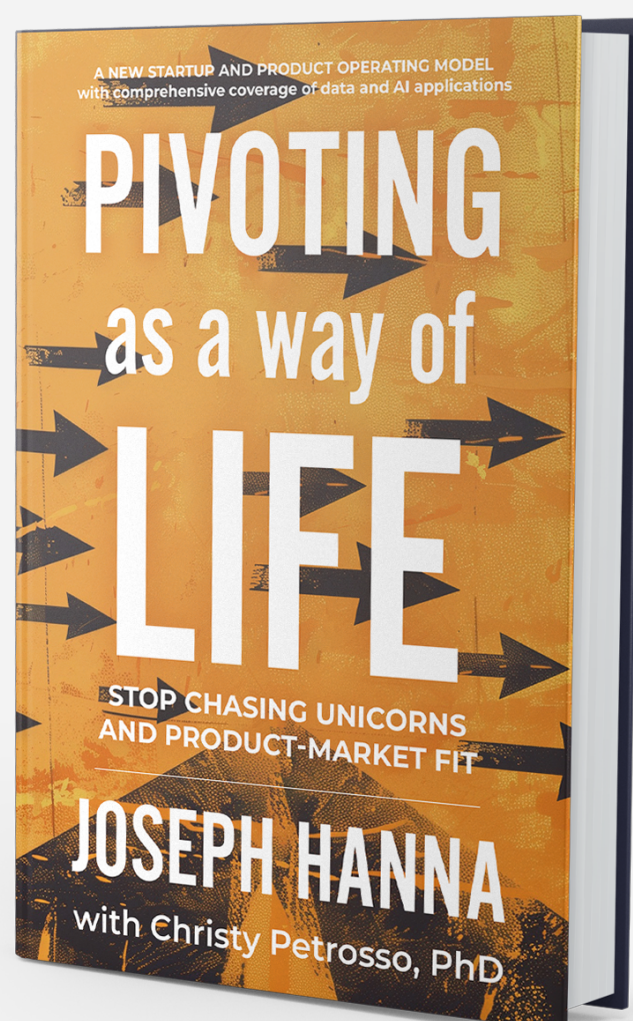


Meet

Joseph Hanna

PLOM Pioneer and Best Selling Author

Joseph Hanna is a distinguished executive, innovator, and product leader with over 30 years of experience in B2B, SaaS, data, and AI/ML. He is the creator of the Pivoting Life Operating Model (PLOM), the first full life cycle startup and product operating model. Joseph has a strong track record in growing PE/VC-backed companies and was an early pioneer in applying AI/ML across multiple industries. He holds several patents in AI technologies and was the founder and CEO of ENGAGE, an award-winning AI talent intelligence platform acquired by Carlyle/Workforce Logiq. Joseph holds a B.Sc. in Software Engineering and Robotics from Alexandria University and an MBA from Duke University.



Pivoting as a Way of Life: *Stop Chasing Unicorns and Product-Market Fit*

Pivoting as a Way of Life redefines the core principles of product strategy and innovation, delivering a cutting-edge framework that turns traditional product management norms on their heads. In this transformative book, Joseph Hanna and Dr. Petrosso introduce the Pivoting Life Operating Model (PLOM)—a blueprint for continuous innovation that debunks the myth of a lasting product-market fit and embraces the power of perpetual iteration.

The book presents ten robust frameworks, five pivoting disciplines, and fifty metrics designed to help entrepreneurs and product leaders stay ahead of the curve. By highlighting the dynamic nature of modern markets, it pushes companies to embrace agility as their ultimate competitive advantage.

Book Details:

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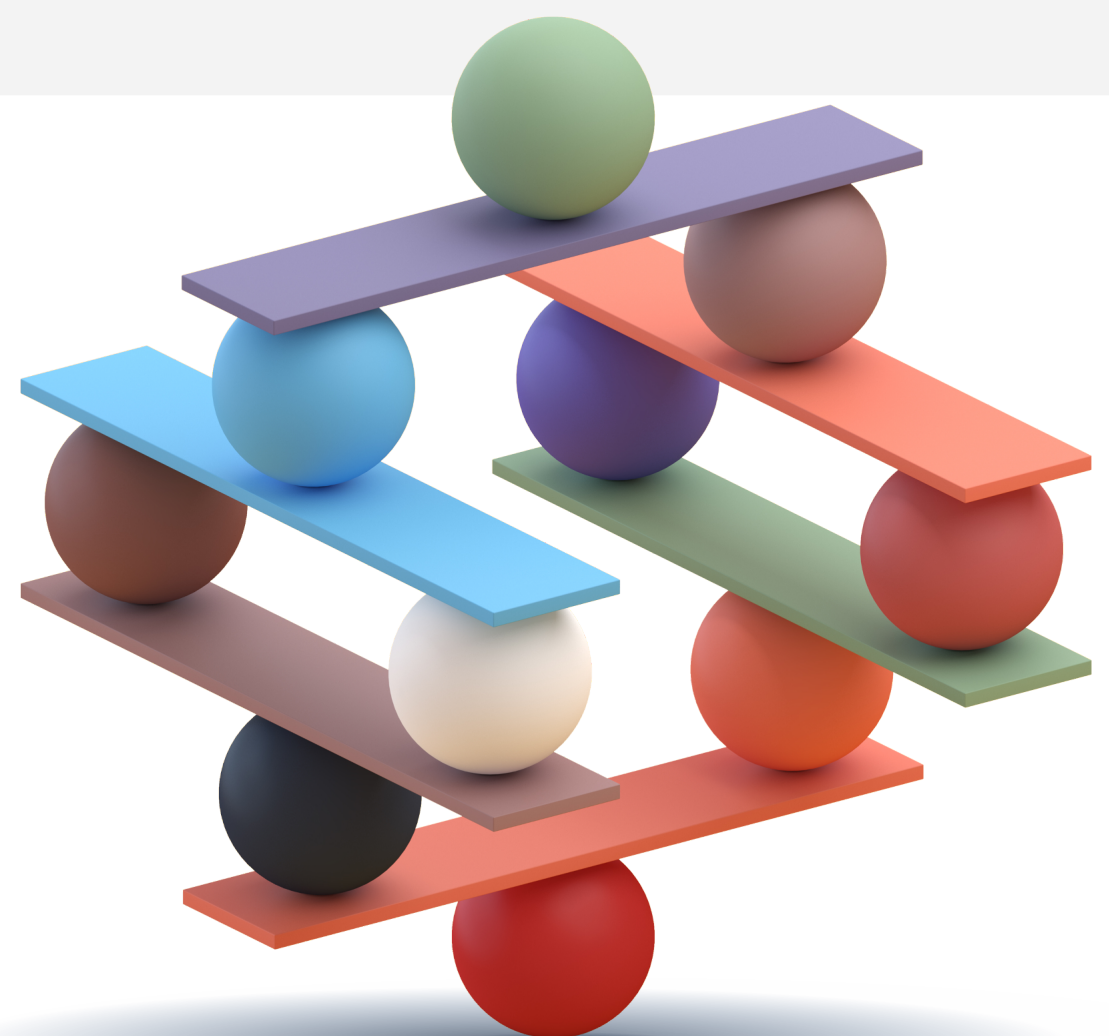
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Key takeaways or main concepts

- 01 Continuous innovation and adaptation are the “only thing that matters”
- 02 Introducing ten frameworks, including the Idea-to-Cash Wheel, for holistic product management
- 03 New metrics, including Lifecycle Velocity and Pivoting Cadence, to measure innovation
- 04 Integration of AI into product management processes
- 05 Application of PLOM to Data products and Technology-Enabled Services



Speaking Topics

- Implementing the Pivoting Life Operating Model (PLOM)
- AI Integration in Product Management
- Innovation Through Pivoting: Creating Opportunities in Adversity
- Building a Business Operating System for Continuous Pivoting and Innovation
- From Startups to Enterprises: Pivoting Strategies Across Different Growth Stages
- The Art and Science of Business Pivoting
- Measuring the cost and value of innovation
- Data-Driven Decision-Making for Product Leaders
- Navigating PE/VC-Backed Company Growth
- The Future of Product Management: Trends and Predictions
- Building a Culture of Innovation and Agility
- Navigating Disruption: Lessons from Tech Industry Pivots
- Overcoming Common Pitfalls in Product Development
- The Impact of AI on Customer Experience and Product Design
- Balancing Innovation and Execution in Product Strategy
- Models for Startup and Products Assessment and Due Diligence

Sample Interview Questions

- What inspired you to challenge the concept of product-market fit?
- Why do you believe there is no structured product management methodology in the market today, and how does your Pivoting Life Operating Model (PLOM) fill this gap?
- How does PLOM differ from traditional product management approaches?
- Can you explain the importance of the Idea-to-Cash Wheel?
- How do you see AI transforming product management in the coming years?
- What advice do you have for entrepreneurs struggling with pivoting?
- How can companies embrace continuous pivoting without losing focus?
- Can you explain one of PLOM's new metrics and its impact on decision-making?
- How does PLOM application differ in startups versus larger corporations?
- What tips do you have for non-technical product managers integrating AI?
- How does one of your film analogies illustrate a key PLOM principle?
- How does the structured methodology of PLOM compare to frameworks like SCRUM? Why is a formal model necessary for product management pivots?
- How should entrepreneurs time their pivots?
- How does all this apply to Data Products?
- How can technology-enabled service providers adopt this approach?

THE PROOF IS IN THE PIVOTING

“An essential resource for entrepreneurs of all experience levels.”

NICK BESBEAS, FORMER GLOBAL CMO OF LINKEDIN

“A thought-provoking critique of established industry norms - a must-read.”

TIM YATES, FORMER CEO OF MONSTER WORLDWIDE

“Those who live at the intersection of technology, information, and strategy need to start reading this book...today.”

DR. BROOKS HOLTOM, PROFESSOR AT GEORGETOWN UNIVERSITY'S MCDONOUGH SCHOOL OF BUSINESS.

“This is probably the most important product management book of the decade.”

MARK HAMDAN, MANAGING DIRECTOR OF HEXA VENTURES

Downloadable Assets



Download

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Consulting Services Overview

Pivoting Model Partners specializes in implementing the Pivoting Life Operating Model (PLOM) to help businesses adapt and thrive. We offer strategic solutions, methodologies, and technology that transform product management practices and propel business growth, combining cutting-edge methodologies, supporting technology, and leading advisors. Our unique approach empowers organizations to innovate with precision and speed, serving clients from startups to Fortune 500 companies.

Contact:

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“PLOM is the product management equivalent of SCRUM in engineering.”