2780 The Product That Keeps Getting Deferred

Product Fieldbook · https://kb.jeffreysummers.com/docs/2780-the-product-that-keeps-getting-deferred-2/

The Demand

This week, name the one piece of strategic product work that has been deferred longest — the menu engineering review, the facility update, the systems upgrade, the concept evolution everyone agrees is necessary. [Temporal Discounting] funds the loud 86 list over the abstract audit every time, and [Present Bias] keeps that work perpetually pushed to next quarter. Put a date on your calendar this week for that review — not contingent on whether the building feels like it needs one — because the future operator inheriting the deferred debt is you.

The Work

The strategic product work that has been deferred longest, and for how many quarters:

What keeps winning against it every time it comes up — name the louder, more immediate task:

Rate how much product decay is currently hidden and undramatic versus visible and urgent, 1-5:

Who inherits this deferred work if it stays deferred another year — name them honestly:

The scheduled, non-negotiable date this week you will put on the calendar for this review:

What you will refuse to let bump that date once it is scheduled: