

# Prolight Marketing & Product Management Case Study

The Marketing & Product Management Team at Prolight has improved their work outcome significantly



## OBJECTIVES

Two teams working on one product launch. The problems are multiple and work before the launch is very stressful, priorities are not clear especially with AdHoc Work coming in constantly and multiple internal and external suppliers have to be handled from the two teams.



## SOLUTIONS

The agile way of working is introduced to the team in a 2 day workshop. The team agrees to work in the future in such a setting fostering: transparency and to inspect and adapt their work environment. Once a week the team is supported by an Agile Coach from Ulassa. Supporting in Strategy, Workshops and Team Coaching.

## AT A GLANCE

### CHALLENGES

- Stressful product launches
- no clear priorities for team member visible so lot's of ad hoc work
- two teams with suboptimal communication

### BENEFITS

- Clear Focus
- Best product launch
- One team
- team continuously improves



## BENEFITS

### Benefits One - Best Launch

Best product launch ever for the two teams resulting in less stress for the team members and better outcome for the organisation

### Benefits Two - One Team

The two teams grow to one single team with great team culture and supporting each others to tackle the tough daily challenges.

### Benefits Three -Priorities clear

Due to the daily transparency of the work the priorities became clear for each team member.

### Benefits Four - Continuous improvements

The team is constantly finding ways to improve their work environment and getting ride off bottlenecks to create more value for the organisation

## TESTIMONIAL



“As a team leader I'm so happy that we are now one team, with clear priorities and we had our best product launch ever!

Thanks to the facilitation, guidance and knowledge of our Ulassa Agile Coach Sven, we were able to increase our happiness and productivity in the team tremendously. ”

### FILIPPO BETTINZOLI

Head of Marketing Prolight