

Strategy 2 Market Releases a Publication on Risk and Experimentation

In their newly released Executive Version of Exploratory PD (ExPD) the authors, Mary Drotar and Kathy Morrissey of Strategy 2 Market discuss why risks and constraints are a problem for organizations operating in today's complex world. This publication outlines how ExPD addresses complexity, and how it is an alternative to the traditional phased-and-gated process.

Chicago, IL ([PRWEB](#)) September 12, 2017 -- [ExPD](#) is an adaptive approach that helps project teams identify, evaluate, prioritize and track product development risks and constraints throughout a project. It helps the team to determine how and when to resolve the uncertainty through experimentation. Within this Executive Version of ExPD, these experimental methods are discussed with examples drawn from the Manhattan Project.

ExPD is an alternative to the traditional phased-and-gated product development process. When companies try to maintain a traditional phased-and-gated process in a changing environment, it is difficult for a product development team to manage the scope, timeline and budget approved at the outset. This commonly results in unexpected problems, rework, schedule delays, breaking the budget and commercial failure.

To learn more about this alternative approach to developing products and innovation lessons learned from the Manhattan Project, please download the executive version. The intention is to make ExPD concepts widely available by distributing this version in several popular digital formats (pdf, epub, mobi) and at a nominal price of \$1.99. It can be downloaded from the Leanpub platform: <https://leanpub.com/expd-executive-version/>

The authors, Mary Drotar and Kathy Morrissey of [Strategy 2 Market](#) are publishing a book on ExPD in the first quarter of 2018.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).