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**MANAGING PRODUCT SUCCESS: A STRATEGIC IMPERATIVE FOR MODERN ORGANIZATIONS**

Product success management is one of the most critical aspects of strategic management in today's organizations. In a world of increasing competition and rapidly evolving technologies, the ability to accurately assess a product's effectiveness is a decisive factor for achieving sustainable growth and long-term stability. Properly defining and measuring success enables businesses not only to stay focused on their strategic goals but also to swiftly adapt to market changes or shifts in user behavior.

Approaches such as OKRs, KPIs, and the North Star Metric play a key role in product management by helping organizations clearly define priorities, measure progress, and focus efforts on the most critical areas of development. These methods allow not only for tracking quantitative indicators but also for evaluating qualitative changes, which can be crucial for long-term success. Each of these approaches has unique features, and the choice of method depends on several factors, including product specifics, organizational culture, and long-term business goals.

OKRs are a goal-setting methodology designed to help organizations prioritize and achieve ambitious outcomes. They consist of two main components: Objectives (qualitative goals) and Key Results (quantitative measures of success). For example, an objective might be "Improve customer experience," with key results such as "Reduce average response time in customer support to one minute."

One key advantage of OKRs is transparency: goals are visible to all team members, fostering collaboration and helping employees understand their contributions to overall success. Additionally, limiting the number of goals (3–5 per quarter) prevents effort dilution and ensures focus on priorities. Ambition is another hallmark of OKRs, as they aim to challenge teams to achieve more, even if completion rates hover around 70–80%.

The flexibility of OKRs makes them effective for fast-changing environments like startups or dynamic markets. However, their success depends on proper implementation: overly ambitious or poorly defined objectives can demotivate teams, while too many OKRs can scatter focus. Training, leadership involvement, and regular goal reviews are critical for success.

KPIs are metrics used to evaluate the success of a product, process, or organization through specific, measurable data. They enable product teams and managers to assess progress toward goals and make data-driven decisions. For instance, a KPI for a mobile app could include the number of weekly active users, customer retention rates, or average revenue per user.

The main strength of KPIs lies in their simplicity and practicality. They allow teams to track progress regularly and respond quickly to issues or changes. This makes them particularly valuable in situations requiring daily or weekly performance assessments. KPIs can be applied both at the strategic level (e.g., company profit or market share) and at the product or process level (e.g., customer support response time or user conversion rates).

The effectiveness of KPIs depends on selecting relevant, specific, and actionable metrics. Poorly chosen KPIs—such as overly broad or irrelevant metrics—can create an illusion of progress without reflecting actual performance. Another potential issue is focusing solely on KPIs, which may lead to short-term successes at the expense of long-term product value.

To maximize effectiveness, KPIs should be integrated into the company’s broader strategy, reviewed regularly, and adapted to market or user behavior changes. Transparency is also crucial: when team members understand key metrics and their roles in achieving them, engagement and motivation improve.

The North Star Metric (NSM) represents the most significant value a product delivers to its users. This metric focuses on long-term growth by aligning team efforts with the core aspect of the product's success. NSM’s primary advantage is its ability to unite an organization around a single metric that correlates with user value and business growth. It helps avoid short-term focus on superficial metrics like clicks or downloads and instead directs efforts toward achieving strategic goals.

While NSM is important, successful companies often use it alongside other metrics to provide a detailed picture of progress across different dimensions. The main challenge lies in selecting the right NSM: it should be simple yet accurately reflect the product's core value. For instance, the metric should emphasize active product usage over total downloads to ensure sustainable growth.

In conclusion, selecting the appropriate method for measuring product success is a critical strategic decision. Each approach—OKRs, KPIs, and NSM—has unique strengths and advantages. OKRs offer an ambitious, flexible, and transparent framework for goal-setting, fostering alignment and driving long-term outcomes. KPIs focus on concrete performance metrics, enabling real-time progress tracking and rapid response to changes. NSM emphasizes the product’s core value, ensuring alignment with user needs and long-term growth objectives. Many organizations combine these methods to maximize effectiveness. For example, OKRs can guide strategic planning, KPIs can support operational monitoring, and NSM can maintain focus on sustainable growth. Together, these tools enable companies to navigate competitive markets, adapt to changing conditions, and achieve lasting success.