



Transform Product Coaching Service

G-cloud – Service definition deck

Product Coaching Service.

Coaching for product managers and teams to strengthen product thinking, delivery, and decision-making. We build confidence in product techniques, prioritisation, discovery, and outcome-based planning, helping teams deliver greater value and align to user needs and organisational goals.

Product Coaching Service.

Service Features

- One-to-one product coaching
- Backlog prioritisation mentoring
- Product discovery guidance
- Outcome-based planning support
- Stakeholder engagement coaching
- Product strategy alignment sessions
- Data-informed decision-making coaching
- Scenario-based practice discussions
- Capability assessment and Steel-thread planning
- Continuous product development support

Service Benefits

- Strengthens product management capability
- Improves prioritisation and value focus
- Enhances discovery and insight quality
- Builds confidence in decision-making
- Reduces delivery waste and rework
- Improves team alignment and clarity
- Increases product outcome predictability
- Supports effective stakeholder engagement
- Accelerates development of product skills
- Embeds consistent product best practice

Who we are.

We are Consultants & Builders

Who work across the **public and private sectors to solve organisational challenges**, design solutions and build digital services – working for clients like Department for Education, IKEA, Ministry of Justice and Local Government.

We work with you from problem statement to go-live. We don't hand off until the job is done, and **your people are ready.**

We are Transformation Partners

Who help our clients navigate change through consultancy, design, data & technology services, meeting them where they are to **turn knotty problems into elegant solutions** with maximum efficiency and impact.

Our people care about delivering the right things in the right ways. **We're all in.**

We are Thinkers & Doers

Who work out **what needs doing and does it**—simple as that. Our strategic thinking is better because we understand what delivery looks like, and our delivery is better because we stay aligned with the strategy and outcomes.

A can-do attitude backed by a why-do ethos.

Introducing Transform's Product & Delivery Practice



Our Product & Delivery practice translates your mission into a sequence of practical interactions that help users solve their most important needs.

We're agile first

Our Product & Delivery Practice is built for organisations **facing the realities of of transformation**: those trying to accelerate change, modernise products, automate processes, and take their people along on this journey.

But transformation is rarely simple.

Many organisations find themselves wrestling with deep-rooted challenges: institutional inertia, legacy systems (and mindsets), and layers of complexity in technology and data. **That is where we come in.**

We work collaborative to get to the heart of these challenges, to untangle what's really holding progress back. Together, we embed an agile and product mindset: one focused on **clear outcomes, measurable value, users and data at the heart of every decision.**

Our approach combines business analysis, product management, and continuous delivery to build momentum and alignment. Unlike rigid consultancies or tech-blinkered specialists, **we engage your people in the transformation and its rewards.**

The result: organisations that can move as confidently and creatively as the most nimble startups without the disruption that comes from under-managed delivery.



**Business
Analysis**

**Product
Delivery
Management**

**Product
Management**

**User-led
Deployment**

**Strategic
Roadmapping**

Our offering

**Agile
Transformation**

**Human-in-the-
loop AI**

**Agile Maturity
Assessment**

**Continues
Delivery**

**Sustainable
Change**

How we transform

Product management

We create products with users at the heart – built around actual user needs, not assumptions.

Our product managers bring clarity and alignment across business strategy, technology, people, data, and processes, turning ambition into actionable roadmaps. We solve knotty challenges where no blueprint exist!

By:

- Translating users and data into clear product visions and outcomes
- Aligning business strategy with technology delivery and operations
- Prioritising value through iterative roadmaps and measurable impact
- Tackling complex, uncharted challenges with creativity, experimentation and evidence led insight

Delivery management

With undivided focus on how best to deliver our clients goals, we help them understand where they are on a digital maturity journey and how to navigate those next steps.

Our delivery managers take a holistic view and work at assisting our clients' people, culture, processes and technology with a focus on continuously delivery and improvement.

By:

- Using our in-house Agile Maturity Model to assess capability and target improvement.
- Shaping ways of working around the client's context, not rigid frameworks.
- Aligning every activity, interaction and milestone to client goals
- Partnering with client teams to align people, process and technology around shared success.

Business analysis

We get to the root of complex problems; uncovering the real issues behind challenges.

Our business analysts work with stakeholders to understand the as is – across people, processes, tech, data, suppliers and strategic goals that define where the organisation needs to be. We bridge the gap between current and desired state. Collaboratively we define north star goals, success metrics to deliver lasting change.

By:

- Facilitating workshops to uncover challenges and map the current landscape
- Working with stakeholders to clarify strategic goals and success measures
- Engaging users to understand real needs and pain points
- Eliciting and prioritising requirements that drive meaningful outcomes
- Translating insight into clear recommendations for both the business and digital team



The people side of change.

When Netflix & Disney+ is stealing your audience, having an efficient Product organisation is key to gaining traction

Upskilling BBC Product Group through change



With public and market expectations, sharpening the strategy and skills of a Product organisation enables the BBC Product Group to build for the future on the foundations of the past.

Drawing on industry experience – and using masterclasses and 3-way coaching - our Product Coaches steered the leadership team through strategy change and delivered the Product capabilities needed.

How we helped:

Breaking barriers to define product strategy

Transform provided 3 product coaches to the support the BBC's 150+ product manager team. We built cross-discipline working, strategic approaches using product thinking and helped the BBC prioritise for user needs and impact.

Embedding product capabilities

Through competency framework, industry benchmarking, and action plans we identified the skill gaps and closed them through masterclasses and 3-way coaching to drive lasting impact across leadership.

The difference it made:



• > 70hrs

Coaching 42 Products Leaders over short sharp session



• > 290hrs

Bespoke masterclasses delivered to challenge, empower and further their product knowledge



Fearless, honest and always thinking of the greater good for the org. [The coaches] showed product skills through creating a safe space for others to learn.

Pushpa Reddy, Director of Product Management - BBC



Creating **visibility** of outcomes & roadmaps



The ask:

- Implement Dragonboat, a new tool to manage roadmaps.
- Embed the tool within Product Group's ways of working

How we helped:

- We conducted an AS-IS analysis by engaging with people across Product Group, collecting/comparing current roadmaps, OKRs, and delivery plans, and analysing Dragonboat's data model.
- Using this analysis, we developed the TO-BE design for structuring work, using the length of work and org structure to build consistency. Throughout, we worked in collaboration with the Transformation team and Jira Cloud Adoption team to ensure alignment on nomenclature, roles and responsibilities, and data.
- To test and learn at pace, we conducted 4 pilots throughout the design, focusing on basic structure, onboarding processes, Objectives and Key Results, and integration with Jira Cloud.
- Each area was onboarded with an interactive full-day workshop helping them understand the structure of work, how the tool works, and then start bringing their roadmaps to life.

The difference it made:



• **~110**

Teams across Product Group divided into 36 Groups within 10 Areas



• **200**

Leaders trained on how to break down work and use Dragonboat



• **540**

Roadmap items added into Dragonboat as of 11th July representing about half of Product Group's work

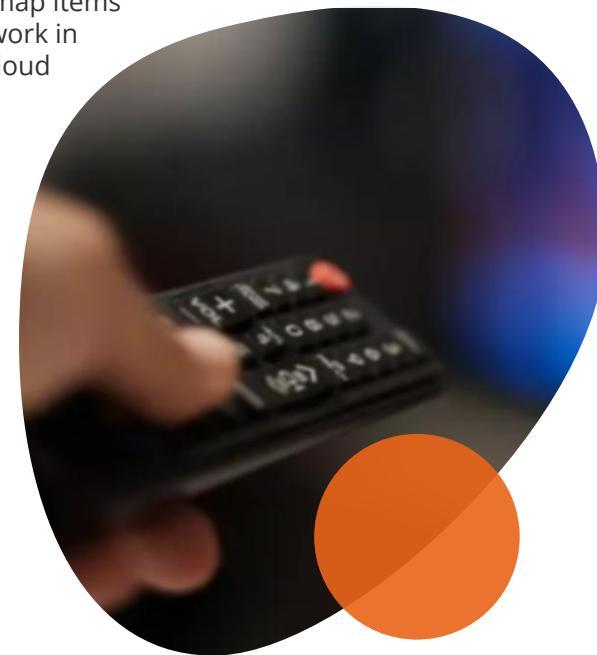


• **C.3000**

Links between roadmap items and work in Jira Cloud

” *The fact that the rollout is already prompting teams to step back and have real conversations about strategy and how they deliver value is exactly the kind of outcome we were hoping for!*

Head of Product Management - BBC





Department
for Education

Scaling a procurement service to get better value for schools

Scaling a procurement service to get **better value** for schools

Here's the A – Z.

The DfE's goal is to save schools £36m per year through better procurement by providing a service, staffed with procurement experts, that'll assist 7500 schools in getting better goods and service deals by 2031. Scaling that specialist human support to include every potential state school can be challenging, however. Over 6 weeks, Transform supported the DfE in experimenting how AI might help scale that specialist procurement service.

Challenge

Identifying the right problem

We started with a 2-week discovery to understand the end-to-end service and where we could improve efficiency. From there we identified an opportunity to improve triage of new cases, and to generate a first draft specification.

With both things being time-intensive for procurement experts, with frequent correspondence being exchanged between the school and the service, we focused on generating a first draft spec and formed a hypothesis that AI could save staff time by generating a first draft, using past cases and available school data.

Our Solution

Making it simple for users

Schools are not experts in procurement and so we wanted to make building a first draft spec as simple and accurate as possible.

We built a chatbot to identify information that was needed and that a school could answer immediately (for example, 'how many pupils' rather than 'provide a kitchen inventory'.) helping us generate specs instantly.

Experimenting to find a solution

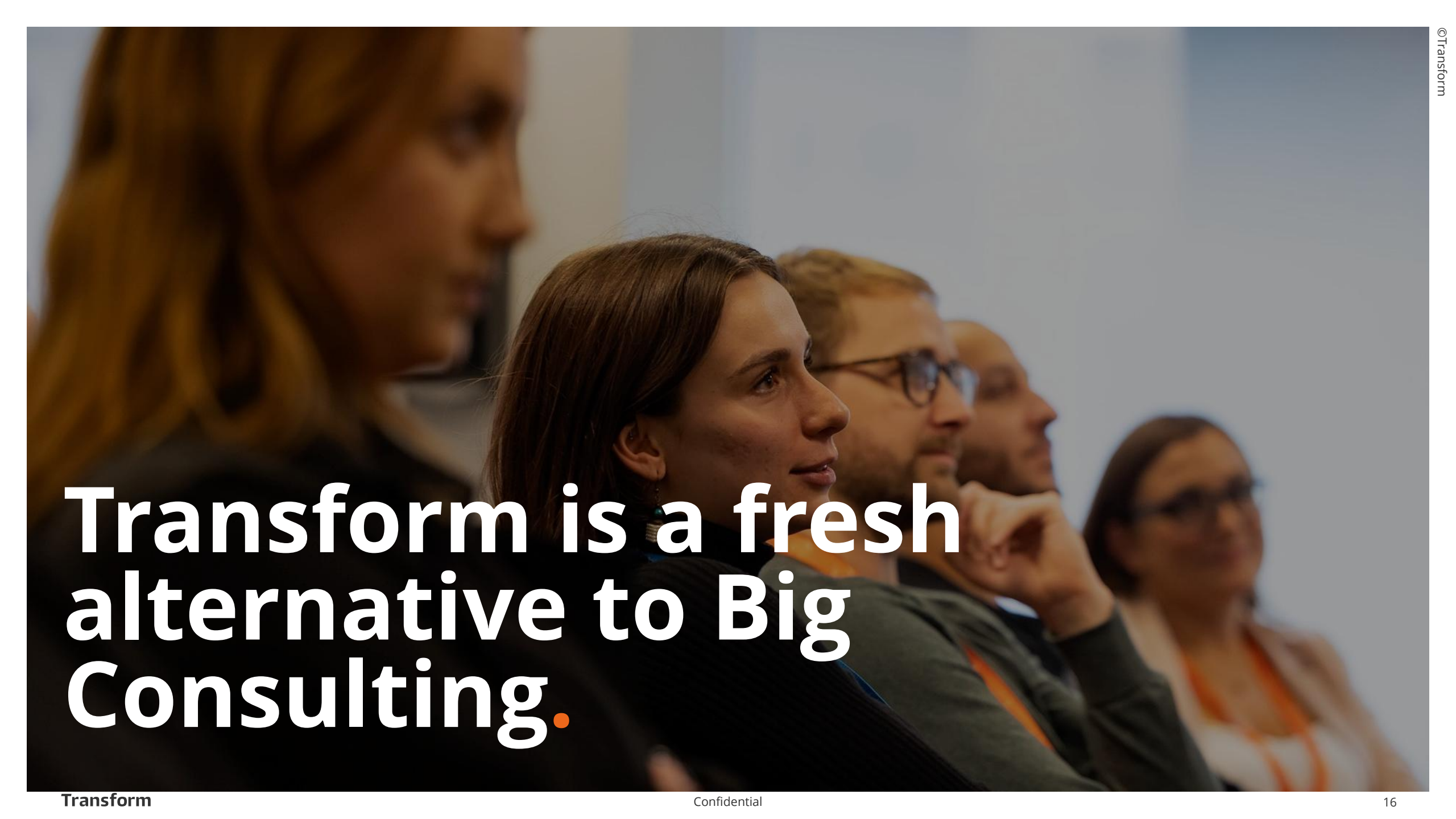
We used previous specifications as a 'gold standard' to teach the model. From this, we created 3 versions of prompts to create specifications: one using a template, one using previous specs, and one using both. We experimented to generate specs from each.

The Results

We generated an accurate and usable procurement spec in 46 seconds. This could lead to the procurement team potentially saving 1-3 hours of calls per case, and giving schools up to a 2-week head start to collect the additional data they'd need to complete a procurement spec.

We also found that human input was necessary – either because some data could not be generated by AI (it needed school input) or because there were significant risks with allowing a tool like this to be used by schools without supervision. This has informed DfE's approach to AI usage in the future.





**Transform is a fresh
alternative to Big
Consulting.**

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What we do.

We **define, design, build** and operate systems that solve our clients' toughest challenges and seize their biggest opportunities.

That often means combining strategy, data, AI, technology, and change management. Sometimes we manage and operate the systems we create; other times, we hand it over for the client to run – standing by to make improvements when things change.

It all comes down to **making an impact**: improving lives, supporting citizens, streamlining workflows, and making the world a better place.

Who we do it for.

We specialise in public sector and public-facing organisations—from government agencies and local authorities to energy, utilities, transportation and healthcare.

We also work for some of the world's most dynamic brands across automotive, retail, financial services, and consumer goods.

If you have a lot of customers or citizens, a complex data ecosystem, a legacy tech stack, and an ambition to make a big impact... we should talk.

How we do it. (Through diverse multi-disciplinary teams no silos, no competing targets, no ego.)

Technology	Research & Service Design	Data & AI	Product & Delivery	Consulting
Data Engineering & Data Architecture	Research	Data & AI Strategy	Product Management	Change Management
Software Engineering	Service Design	Data Analytics & Science	Delivery Management	Strategy Development and Realisation
DevOps & Test Engineering	Content Design	CRM Services	Business Analysis	Programme Management and Governance
Enterprise & Solution Architecture	User Experience			Target Operating Model

Who we work with.



Why us?

Full end-to-end capabilities.

Transformation fails because it's disjointed. We're management consultants who **deliver what we design** with end-to-end capabilities, deep domain experience and an open, collaborative culture.

We have the breadth and depth of Big Consult without the rigidity, **meeting you where you are** - working with you, not *at* you - to leave you better off.

We're personally invested. This work matters.

Multi-disciplinary teams.

Our strategic thinking & delivery is better because **we focus on strategy and outcomes**, not silos. Instead of the rigid playbooks of Big Consult, we assemble unified, multi-disciplinary teams to consult, design, engineer and deliver new digital experiences.

We understand the **power of diversity of people and teams** and are committed to making a bigger impact faster.

High confidence/Low ego. Many lenses, no silos. In it together.

A specialisation in public-facing organisations.

We have **deep experience with local and national government** and know how to navigate the corridors of government, from local councils to national agencies to railroads and utilities.

Our people are united around a commitment to make a difference to people's lives. **Got citizens to serve?** We should talk.

We believe in the power of technology to change lives.