



# Product Cost Management Map



## 1. PCM Culture, Goals, Incentives

What are the company's PCM capabilities today?

**State**

**Goal**

Where does it want to get to with PCM?

Is the company willing to change to accomplish its goals?

**Priority**

**Roles**

Do people need to start / stop doing something; new resources?

Why should people do this?

**Incentives**

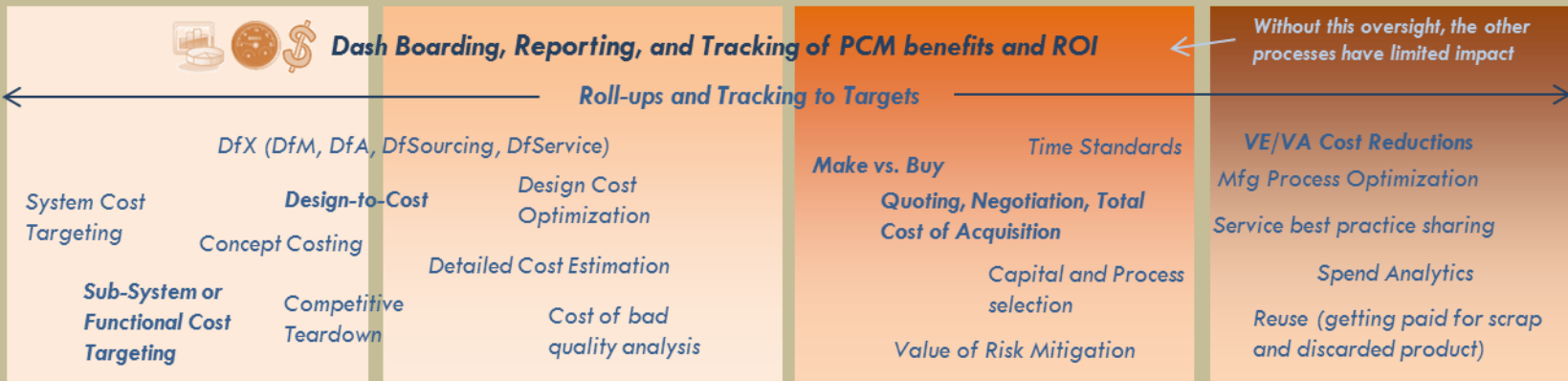
**Leadership**

Management talk, walk, and oversight

Product Lifecycle



## 2. PCM Processes



## 3. PCM Team

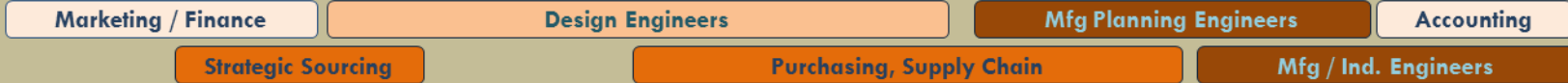
Strategic Governance

General / Program Management Regular Oversight

Tactical Leadership

Cost Management Professionals and internal & external consultants

Operational Execution



## 4. PCM Tools / Software

Generate Costs

Track / Roll-up Cost



Some tools may be used for multiple activities in the lifecycle

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