

INMA Product Townhall

Product organization MHNL

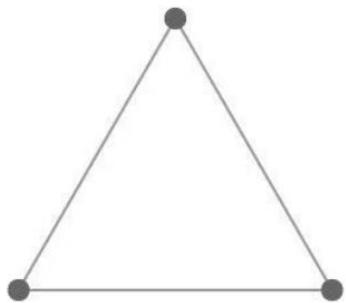
November 20, 2024



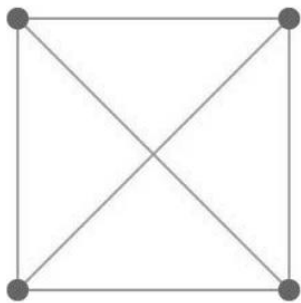
The 'why' of organization is the 'how'

Your organization is your strategy in action. To achieve results, you must organize with purpose—your 'why' becomes your 'how'.

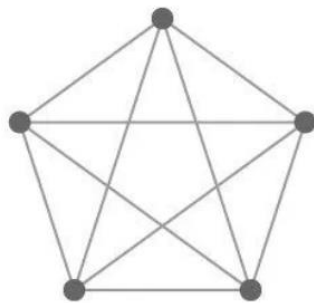




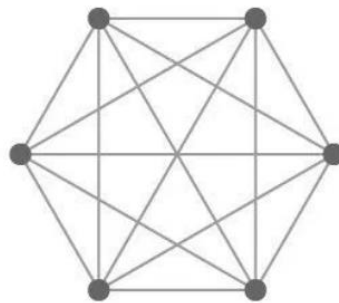
3 people, 3 lines



4 people, 6 lines

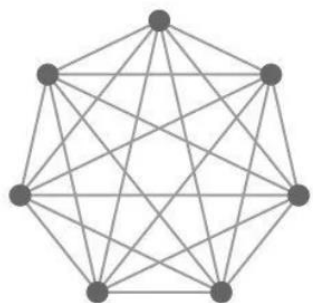


5 people, 10 lines

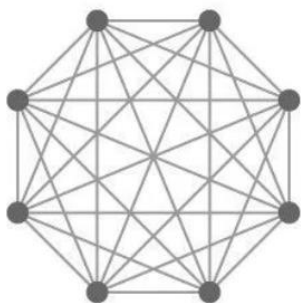


6 people, 15 lines

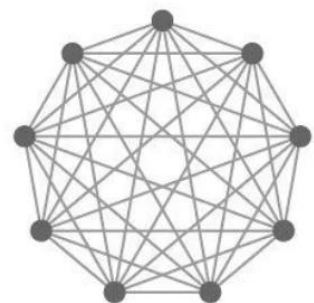
Metcalfe's law in organizations



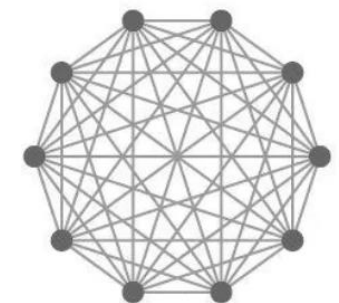
7 people, 21 lines



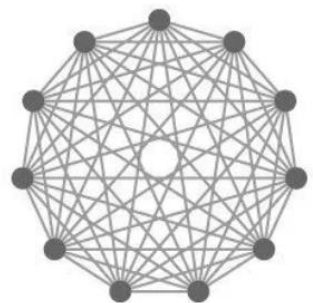
8 people, 28 lines



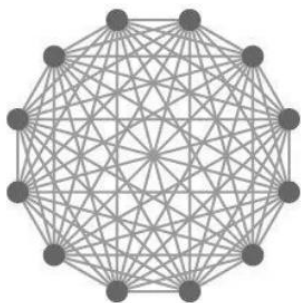
9 people, 36 lines



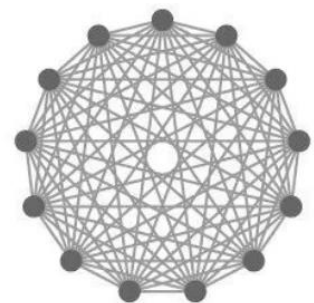
10 people, 45 lines



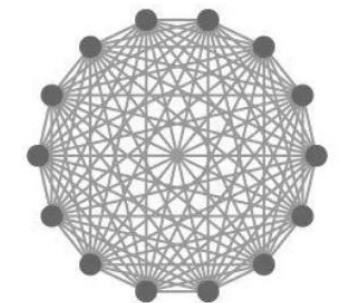
11 people, 55 lines



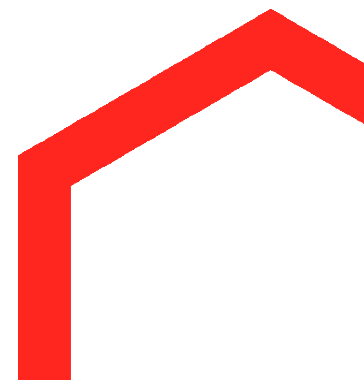
12 people, 66 lines



13 people, 78 lines



14 people, 91 lines



Mediahuis NL



Mediahuis NL

- ❖ 9 regional titles
- ❖ 1 popular news title
- ❖ >800.000 subscribers
- ❖ Digital subscribers
- ❖ Apps, sites and newsletters

De Telegraaf

Leidsch  Dagblad

IJmuider Courant
Waarin opgenomen de Kennemer Courant en het Dagblad voor IJmuiden

Haarlems Dagblad
Oprechte Haarlemse Courant 1656

De Limburger

 Noordhollands Dagblad

FrieschDagblad

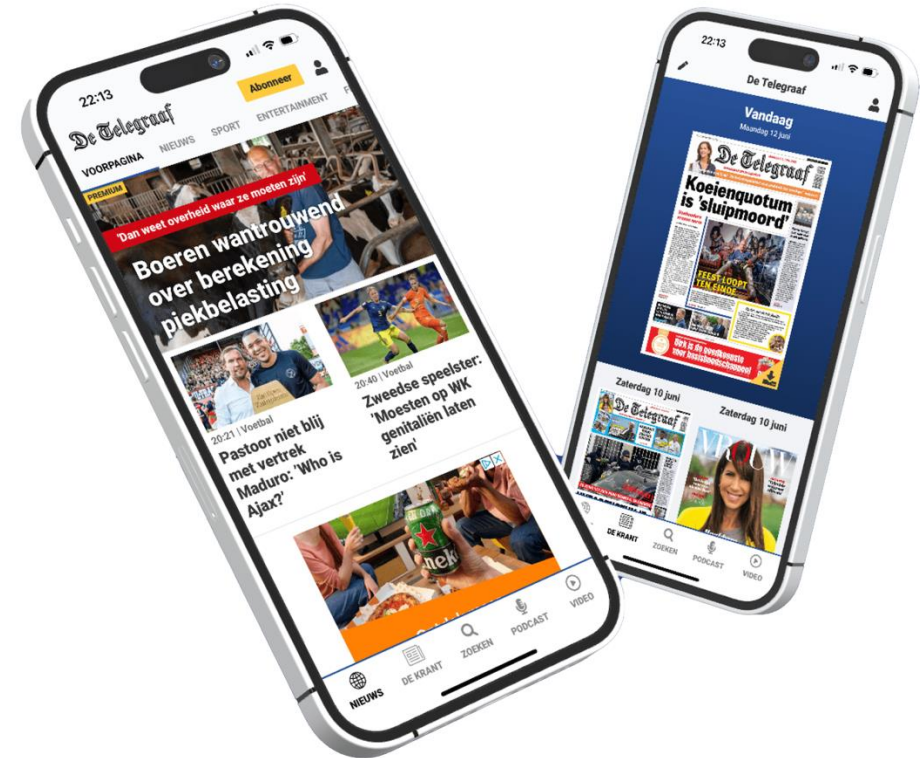
**De Gooi-
en Eemlander**

LEEWARDER COURANT 

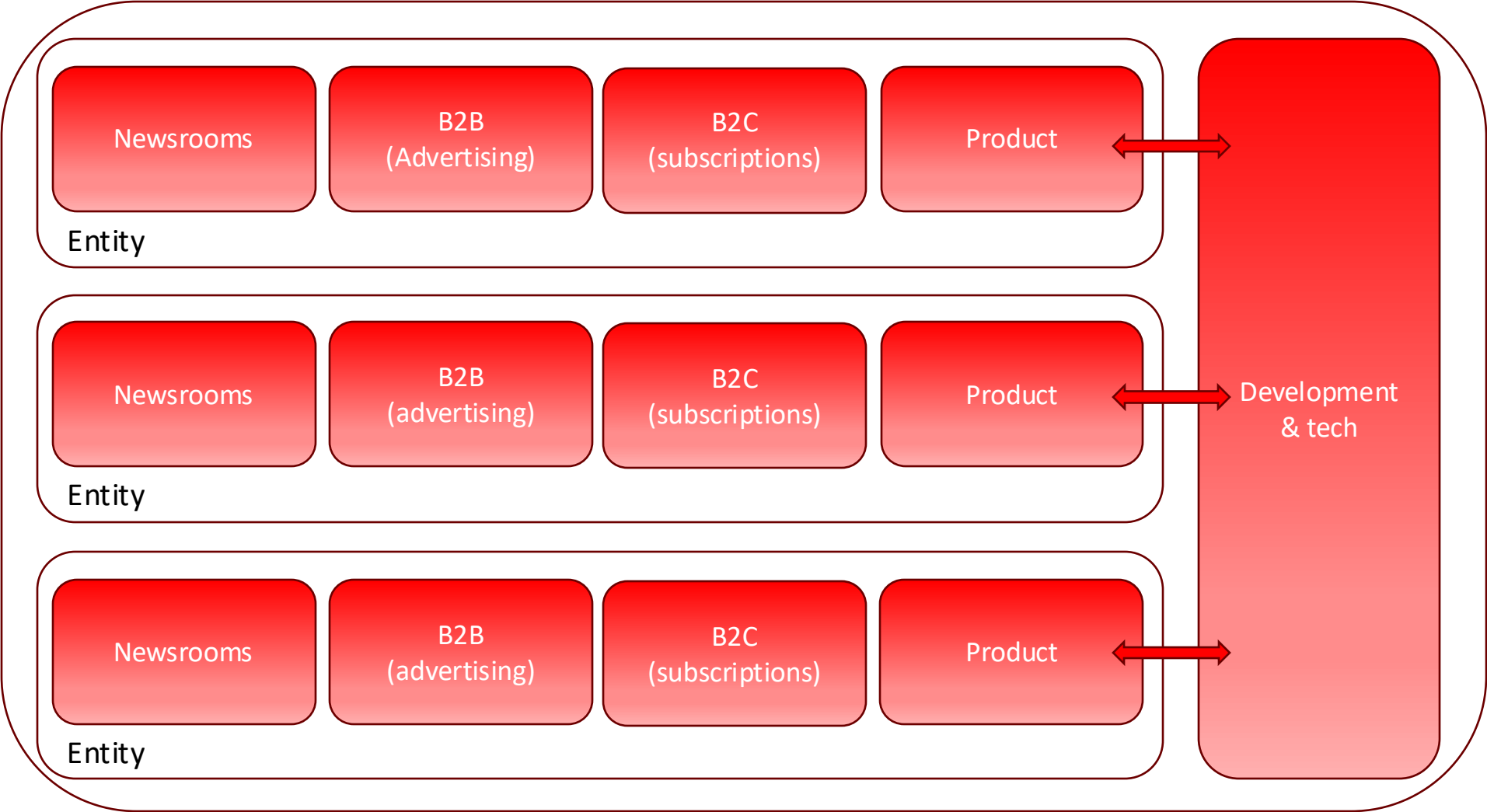
**DAGBLAD VAN
NOORDEN HET**

Strategy and organization

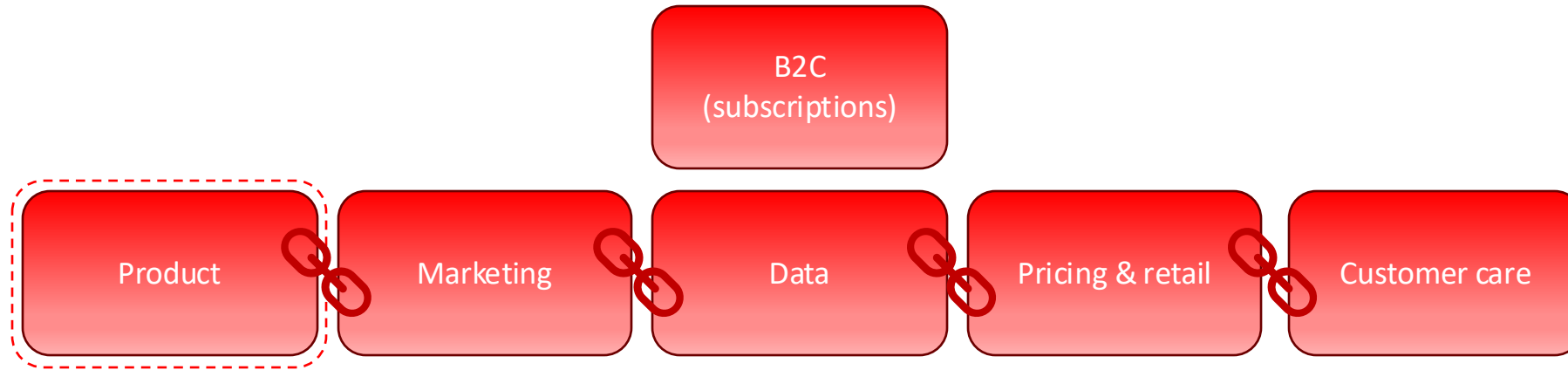
- ❖ Subscription-first strategy
- ❖ Customer-centric
- ❖ Effective and efficient
- ❖ Excellent and evolving
- ❖ Cross-functional
- ❖ Clear ownership



Mediahuis Group



Mediahuis NL B2C + Product



Mediahuis NL B2C/Product + Tech

Connection B2C, Product & Tech

Product

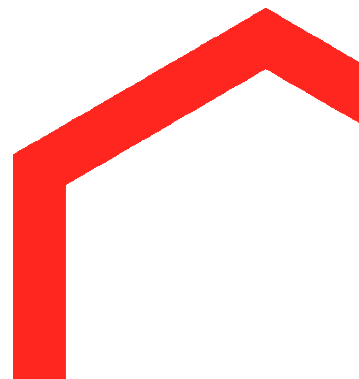
Tech

Leads
conversion,
retention,
editorial

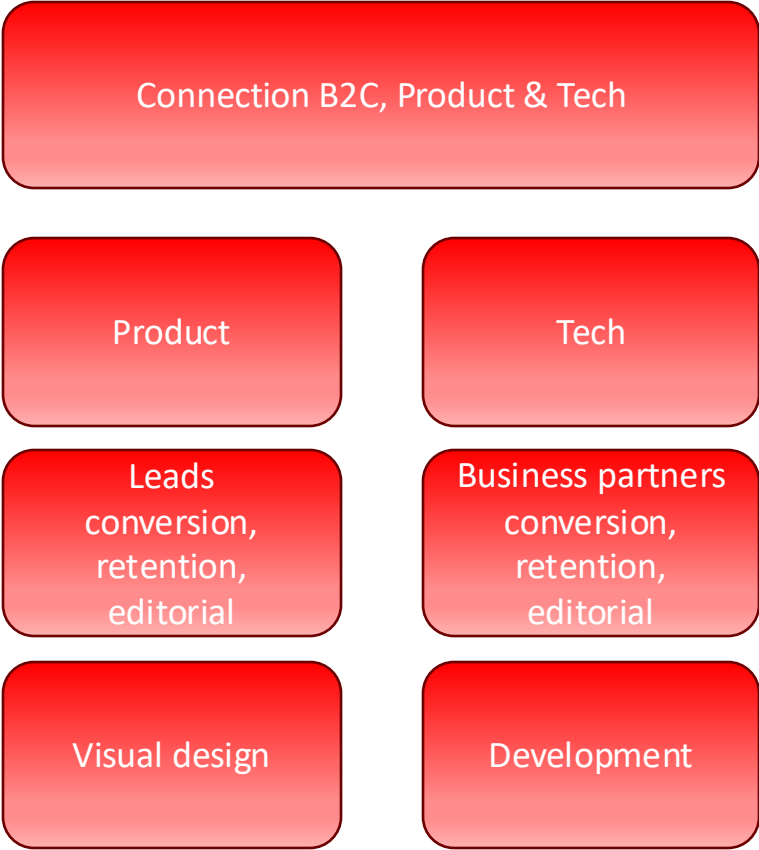
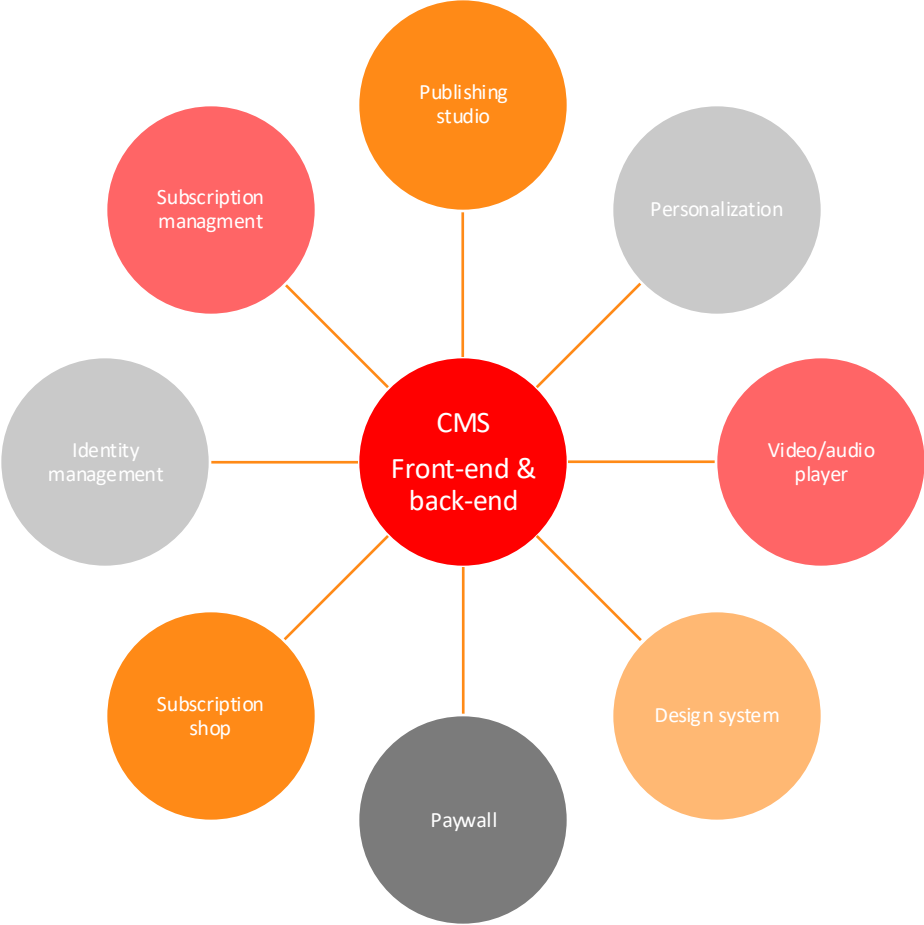
Business partners
conversion,
retention,
editorial

Visual design

Development



Mediahuis NL B2C/Product + Tech



Strategy – tactics - execution

Strategy

Method: One page strategic plan

Responsible: MT

Monitored in MT meeting

Handover to tactics via sponsors in the form of possible solutions

Measured by:
Priority related
KPIs

Focus:
Strategic
priorities

Tactics

Method: OKR's

Responsible: leads and key people in subteams and matrix teams

Monitored in OKR set-up

Handover to operation/execution is within the teams

Measured by:
OKR KPIs

Focus:
Solutions

Operation

Method: Agile

Responsible: subteams and matrix teams defined actions

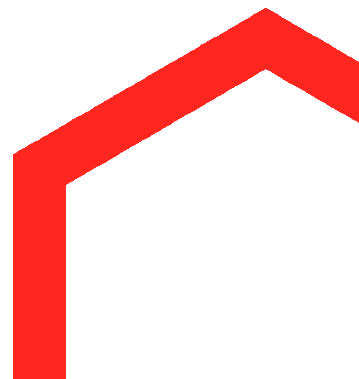
Monitored in teams and within OKR set-up

Measured by:
Successful actions and OKR
KPIs

Focus:
Execution

Change and improvement

The best ideas happen when expertise meets opportunity, make sure ideas and innovation can flow upward.



**Thank you.
Questions?**

