	Programme	Project	Product
Purpose	Meet strategic objectives	Achieve a predefined goal	Product development and improvement
Deliverables	Strategic outcomes	Implementation of specifics	A valuable product
Attributes	Big picture, happy with ambiguity	Clarity of purpose	Effectiveness & focus on output
Focus	Sees the forest	Sees the trees	Sees that tree
Planning	How projects fit together	Coordinating resources	Prioritising highest value
Interrelationships	Between programmes to projects	Between projects to products	Product to product influenced by projects
Stakeholders	Business strategy focused	Project subject-matter focused	People impacted by the product
Documents	Target operating model, change management and communications plans	Project management plan, schedule and risk register	Product roadmap and Kanban board