Roadmaps to Riches

Unlocking the Treasure Troves Hidden in Your Strategy

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ProdPad

Hi there!

I'm Janna Bastow

I'm a product person at heart, and founder of

ProdPad & mind the PRODUCT

Always open for a chat about product! 👋

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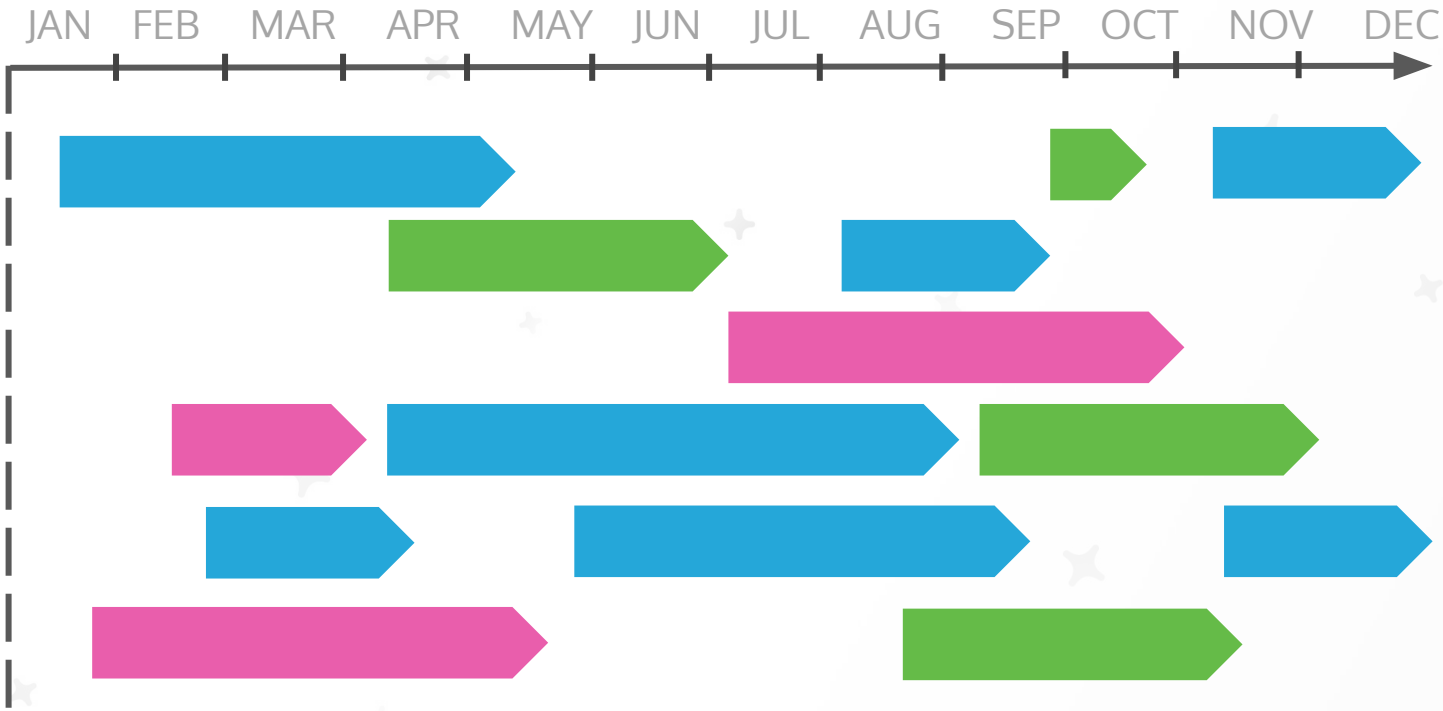

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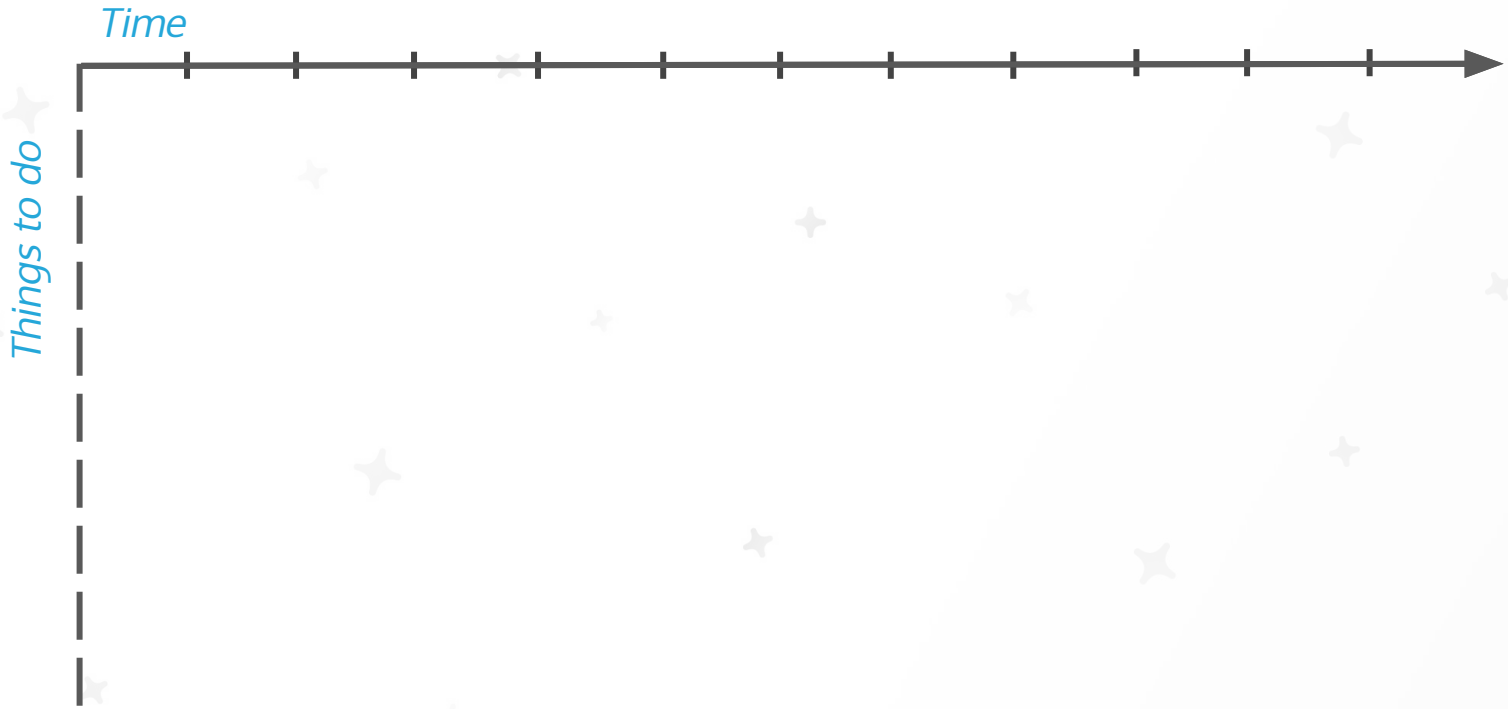
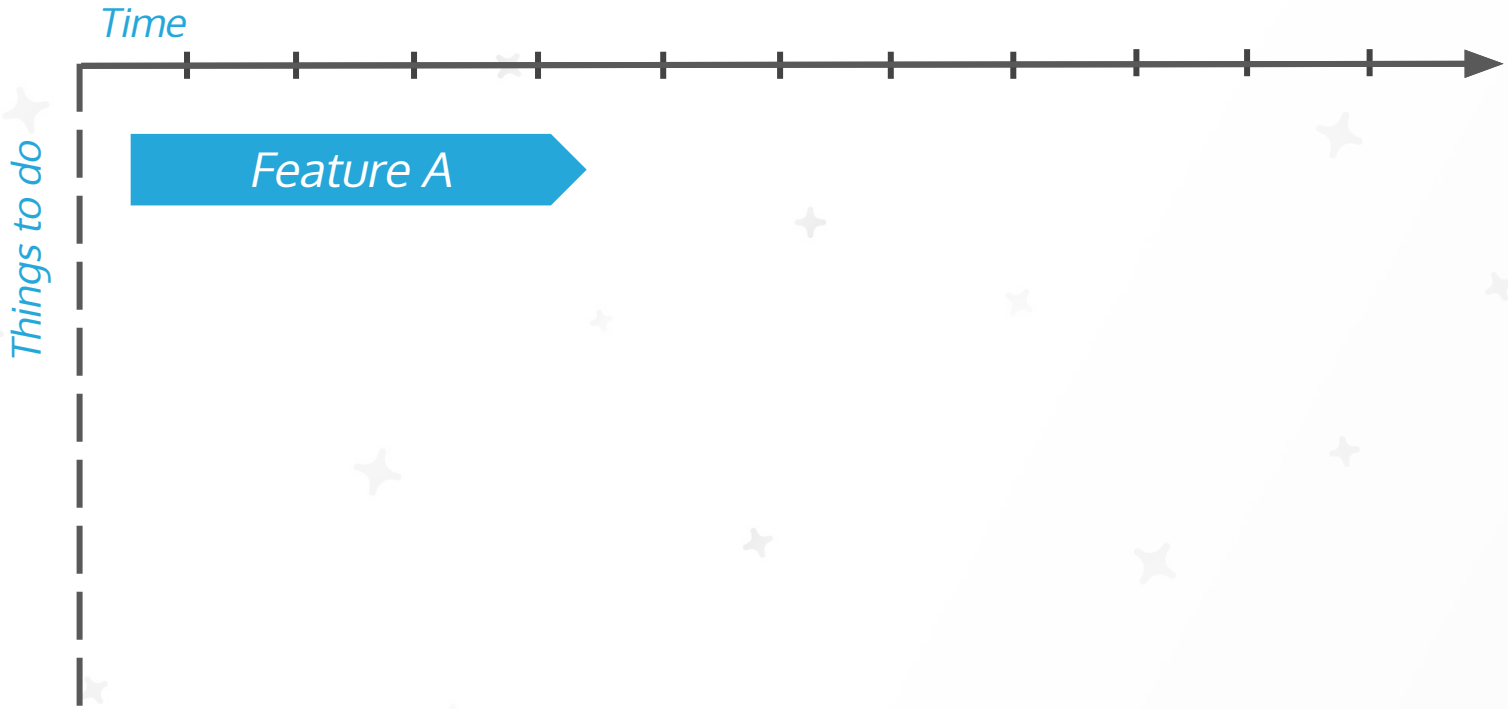

Time
Things to do



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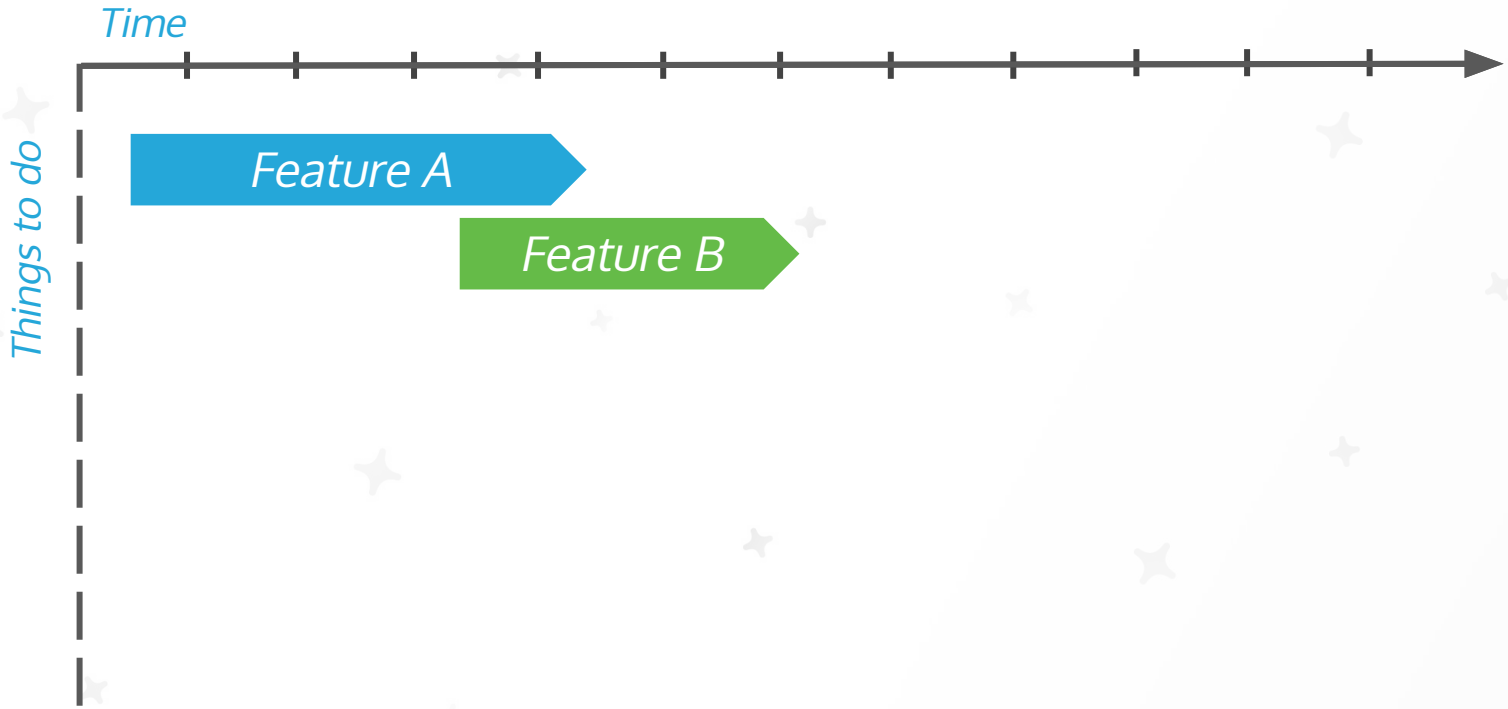

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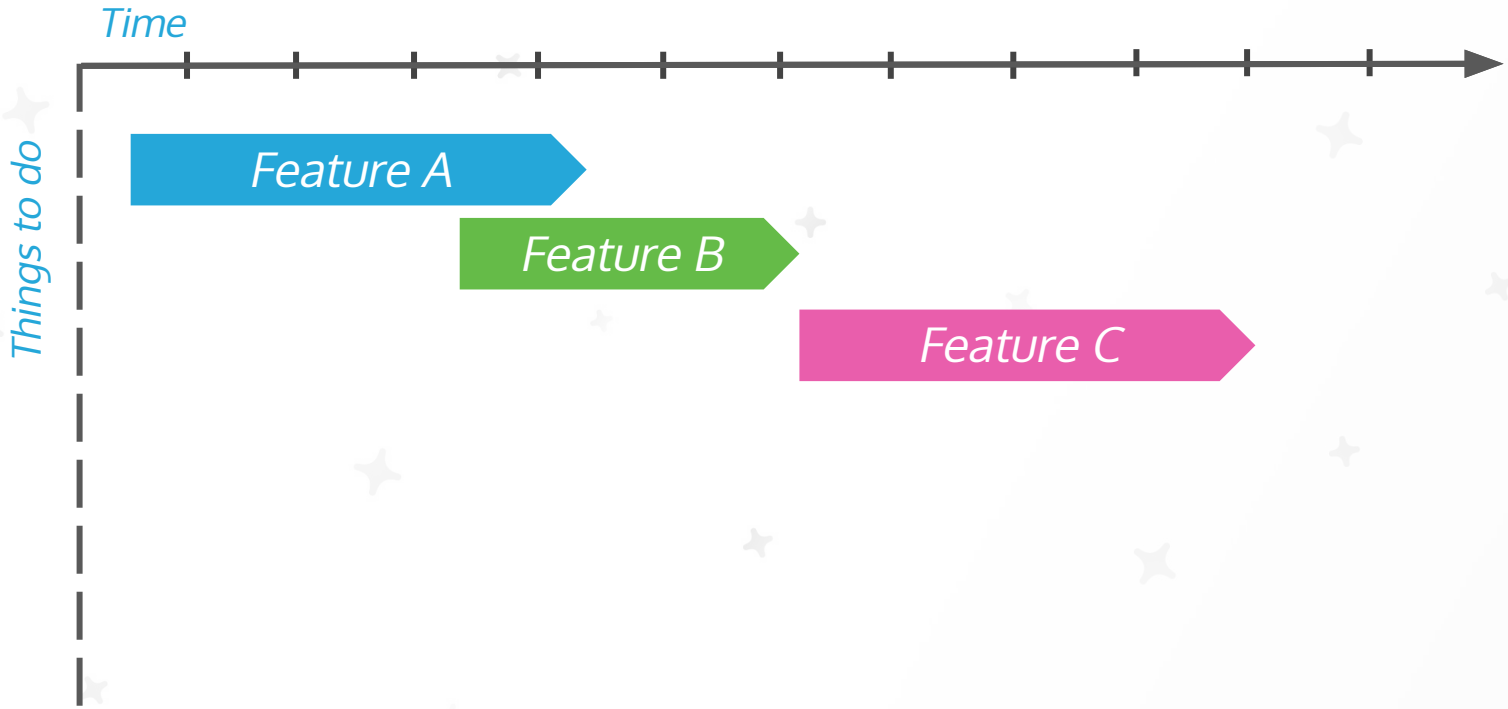
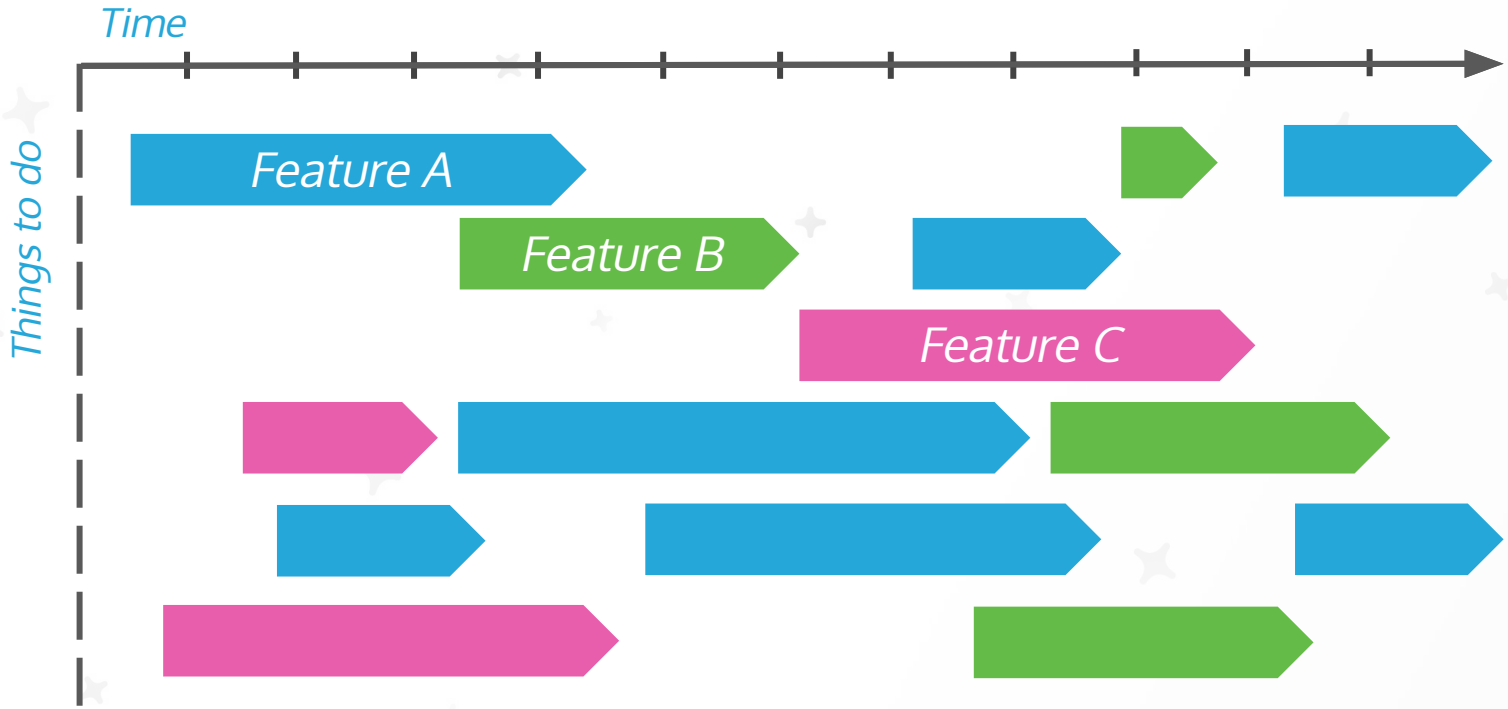

Time
Things to do
Feature A
Feature B
Feature C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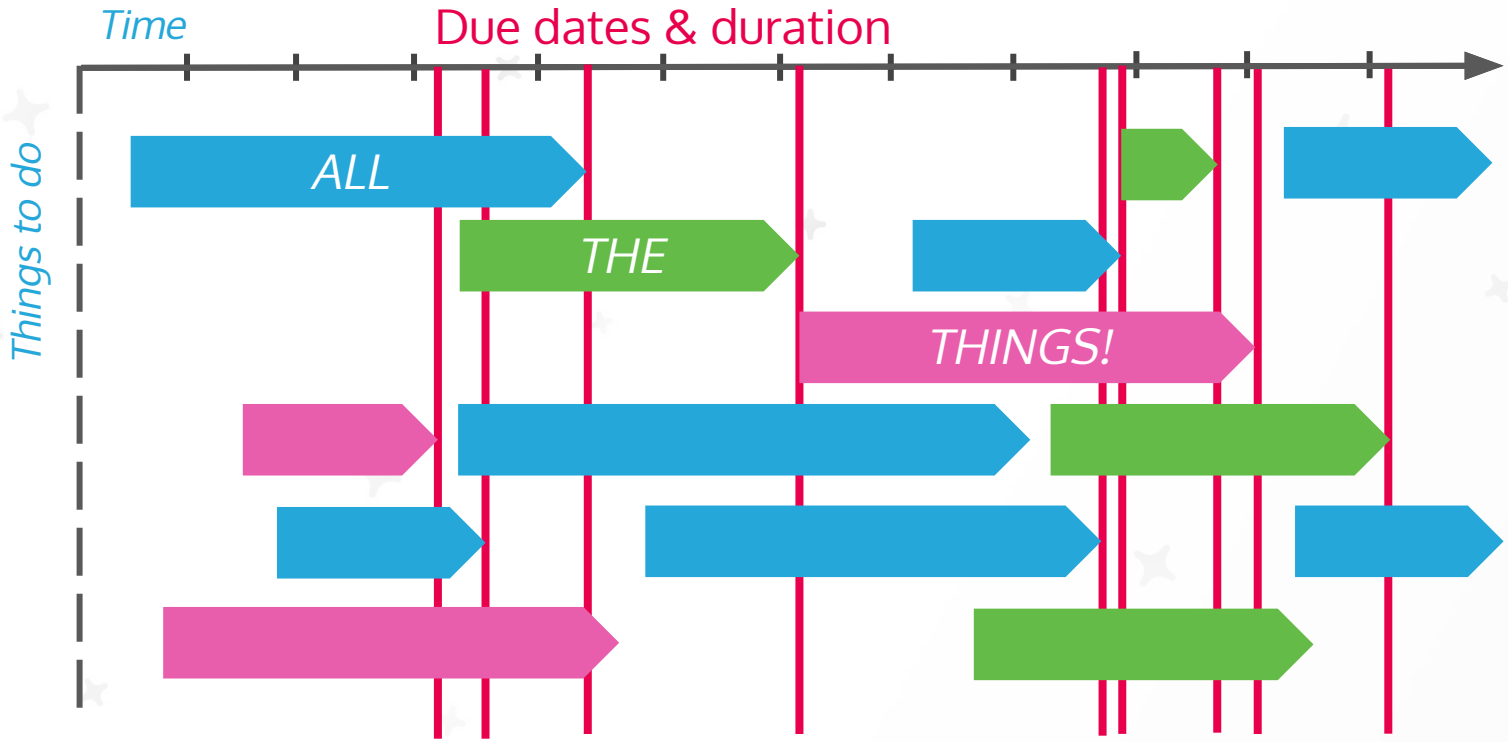

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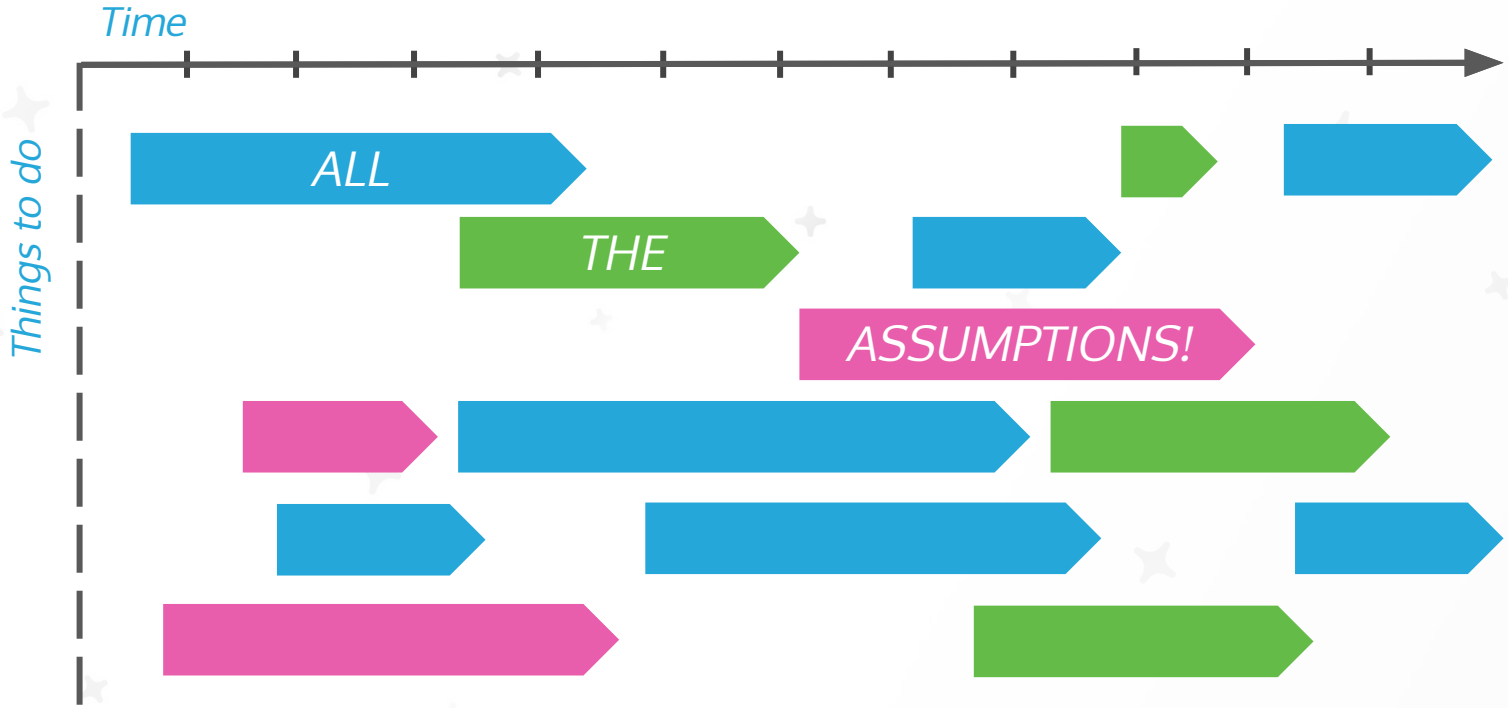

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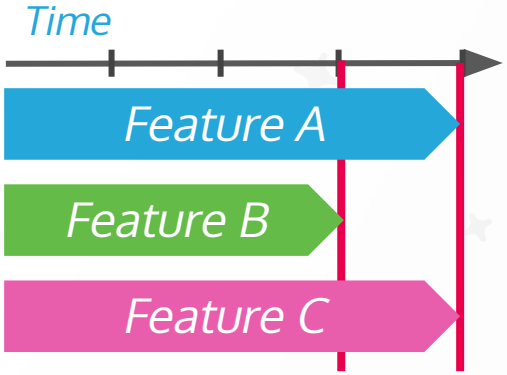
Timelines: Focus on features and deadlines

Not on solving problems for customers or making money for the business.

Assumption #1

You assume you know how much work and how long each feature is going to take.



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Assumption #2

You assume that nothing else is going to disrupt your timeline.

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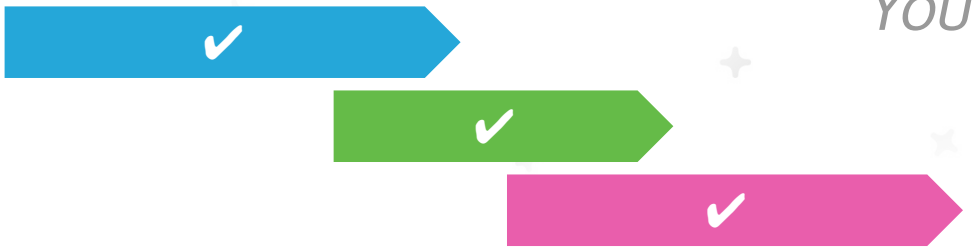
Assumption #3



You assume that each feature will work as soon as it is launched.

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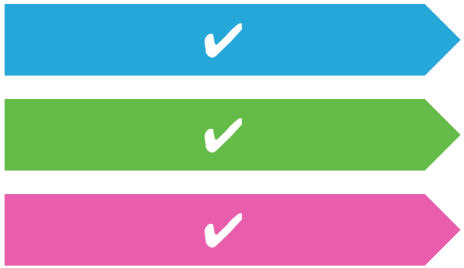
Assumption #4



You assume that each of these features actually deserves to exist!

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The grand assumption:

Nothing's going to change.

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What could possibly go wrong?

Made up release dates

Development death marches

Mismanaged expectations

Missed market opportunities

Building the wrong thing

Sad product managers

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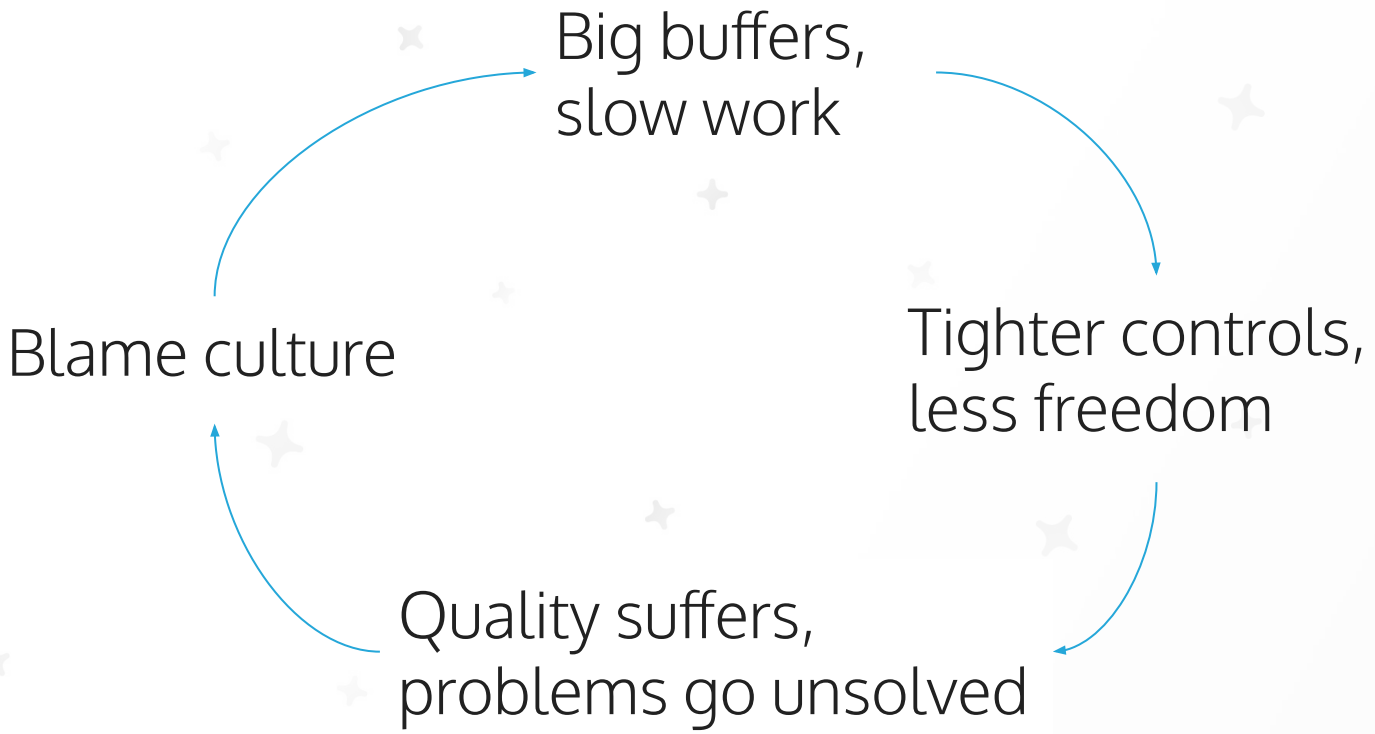
Vicious cycle of deadline driven work



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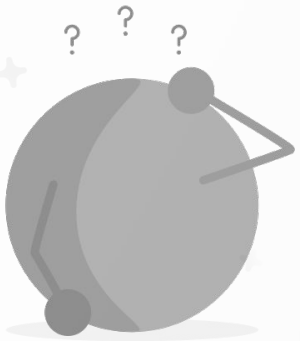
So what's going on in these companies?



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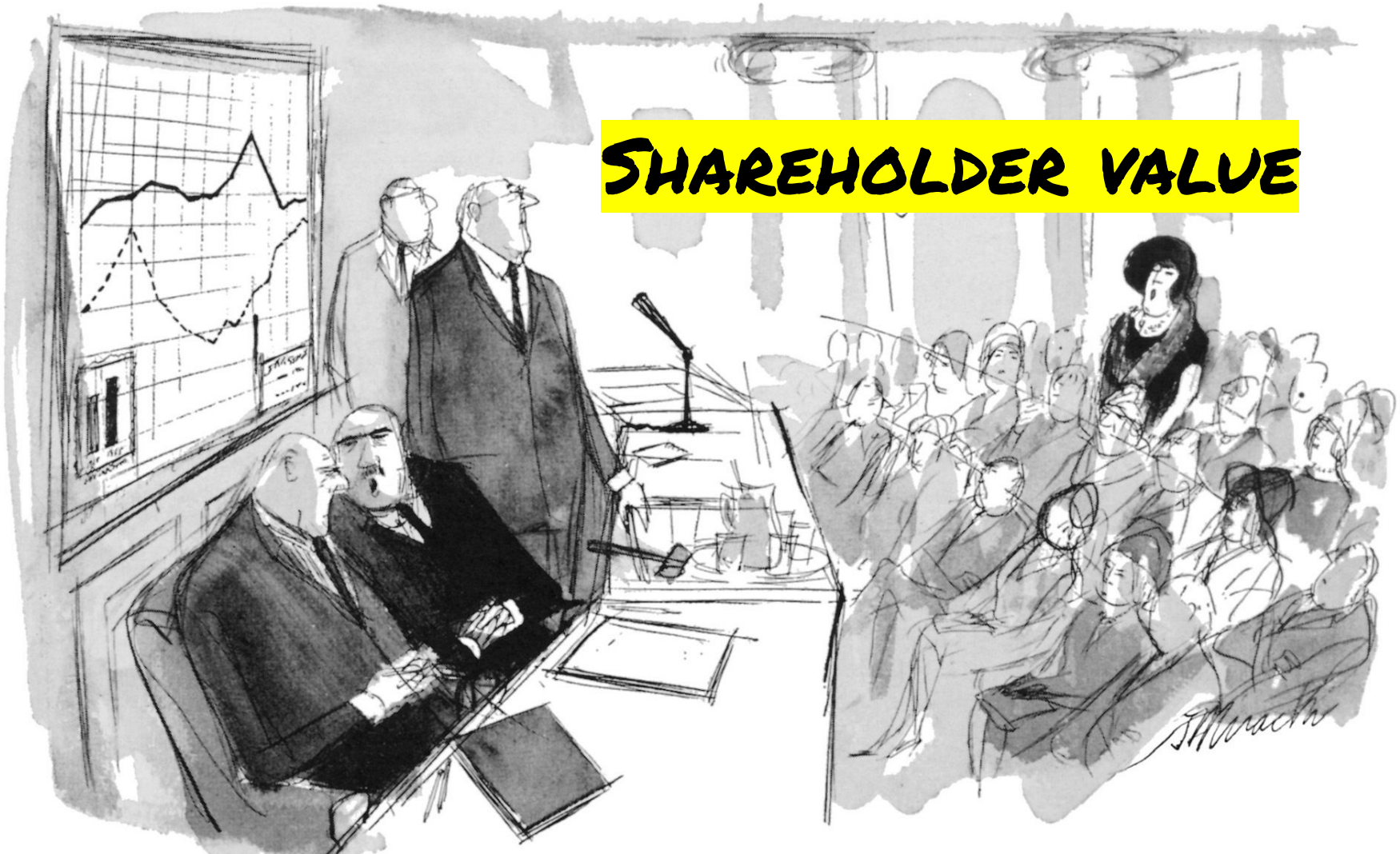
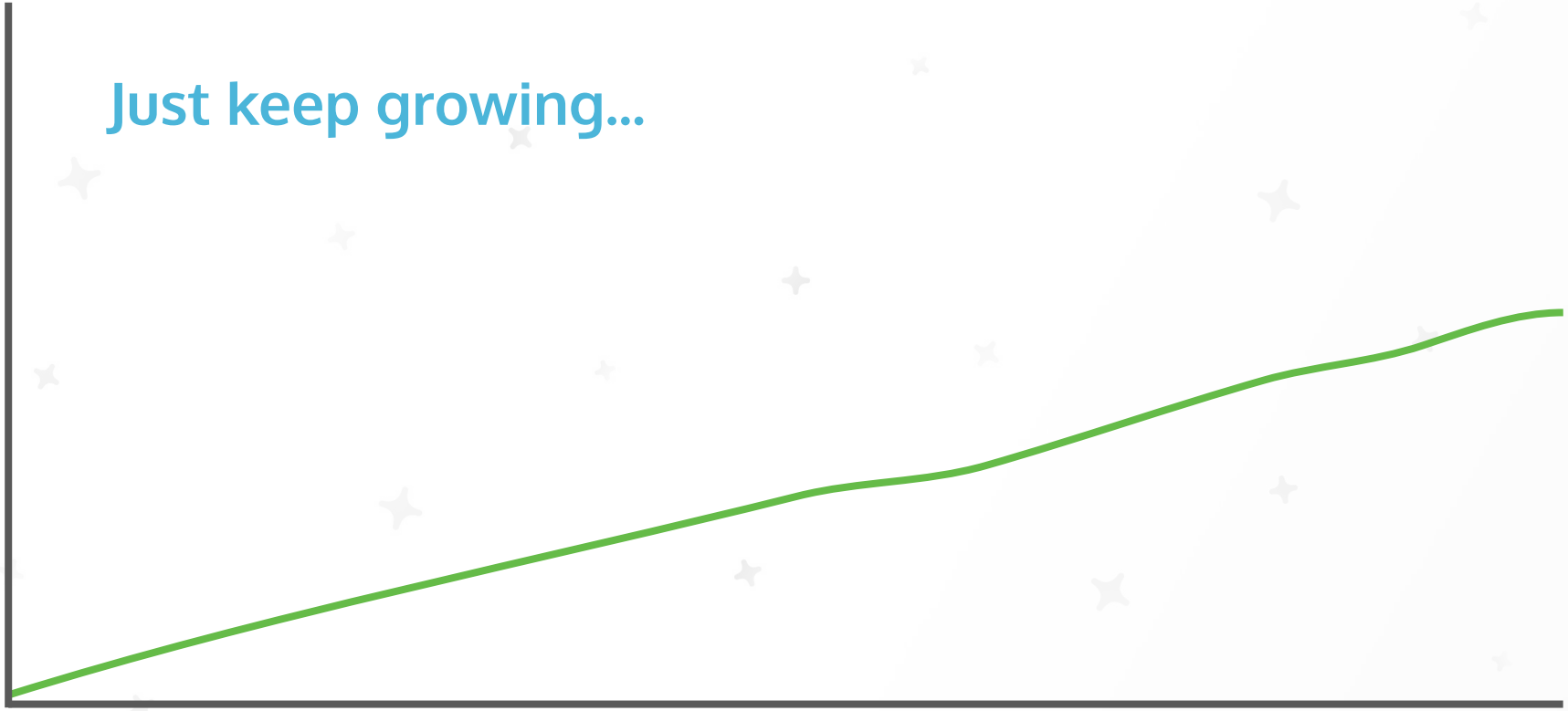
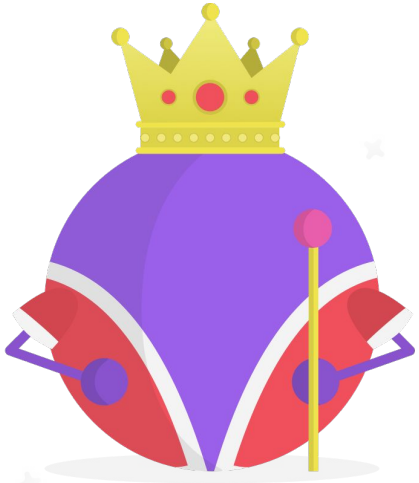

Shareholder value

Just keep growing...





Predictability is King

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Best route to predictability
=
Small manageable chunks

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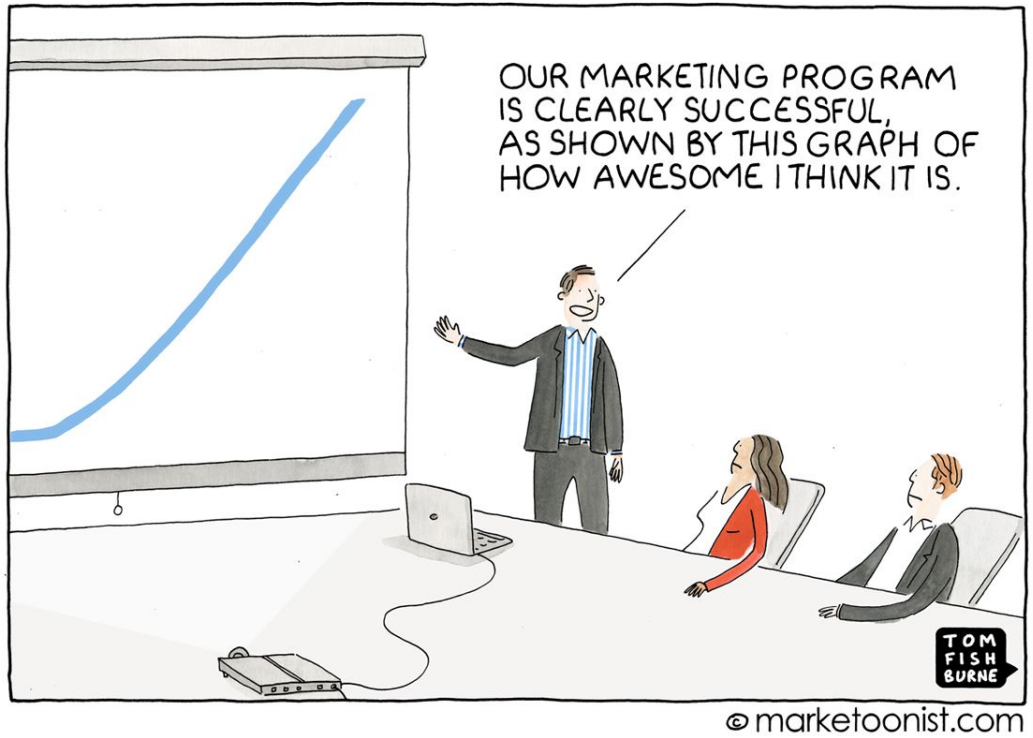
MARKETING
R+D
HR

Vanity Metrics



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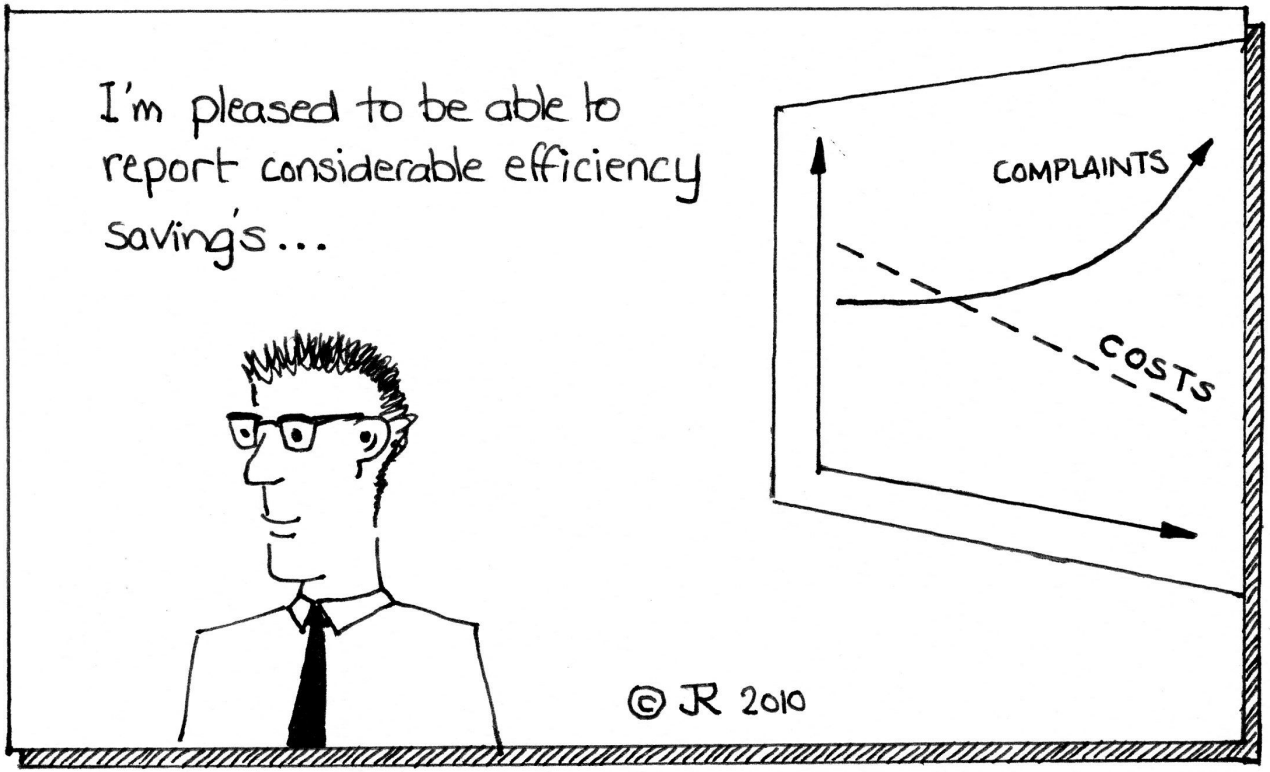
Counterintuitive Business Decisions



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MARKETING
R+D
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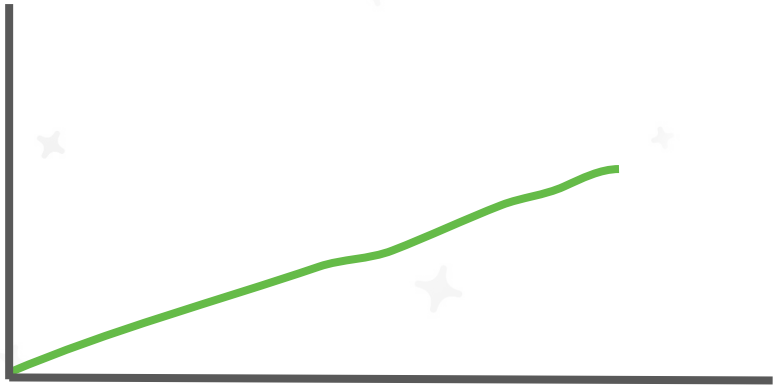
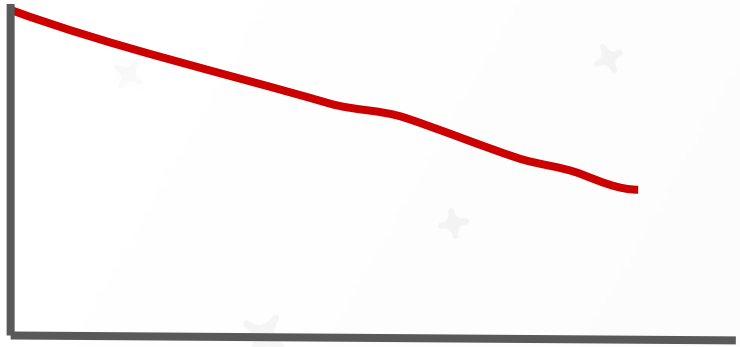
Profit Center vs Cost Center





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Vanity metrics per division

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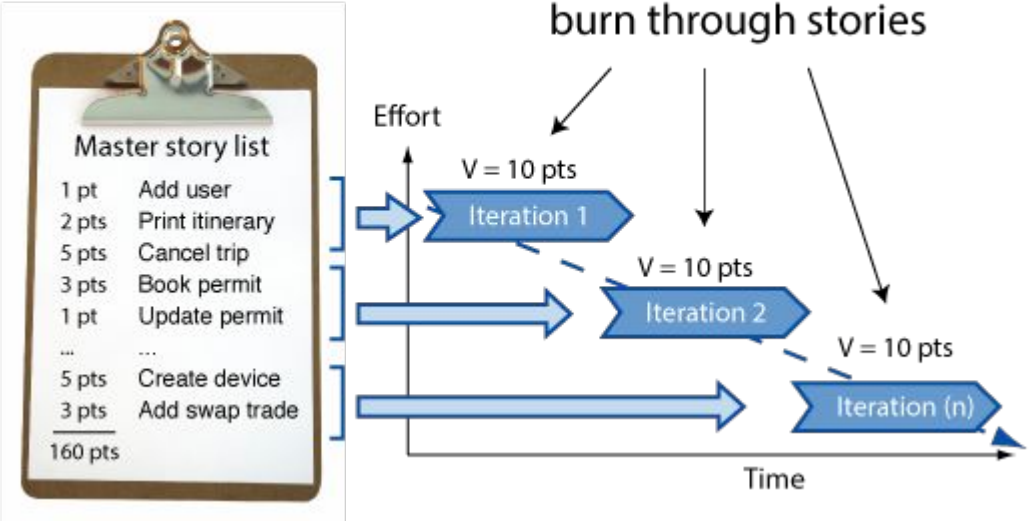
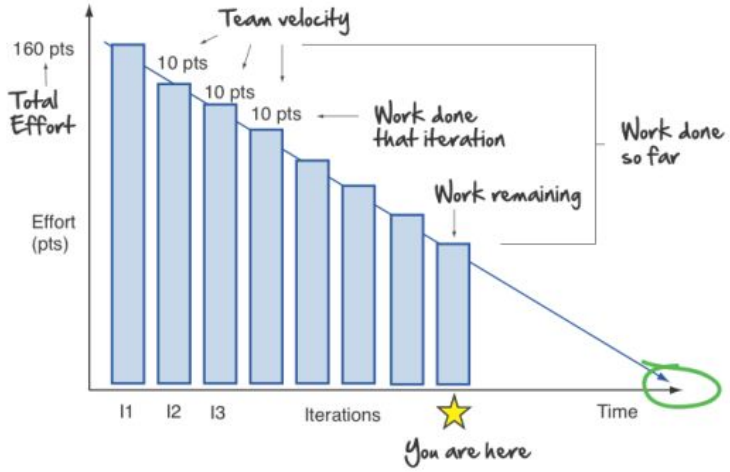
Mis-incentivised Product development / R&D





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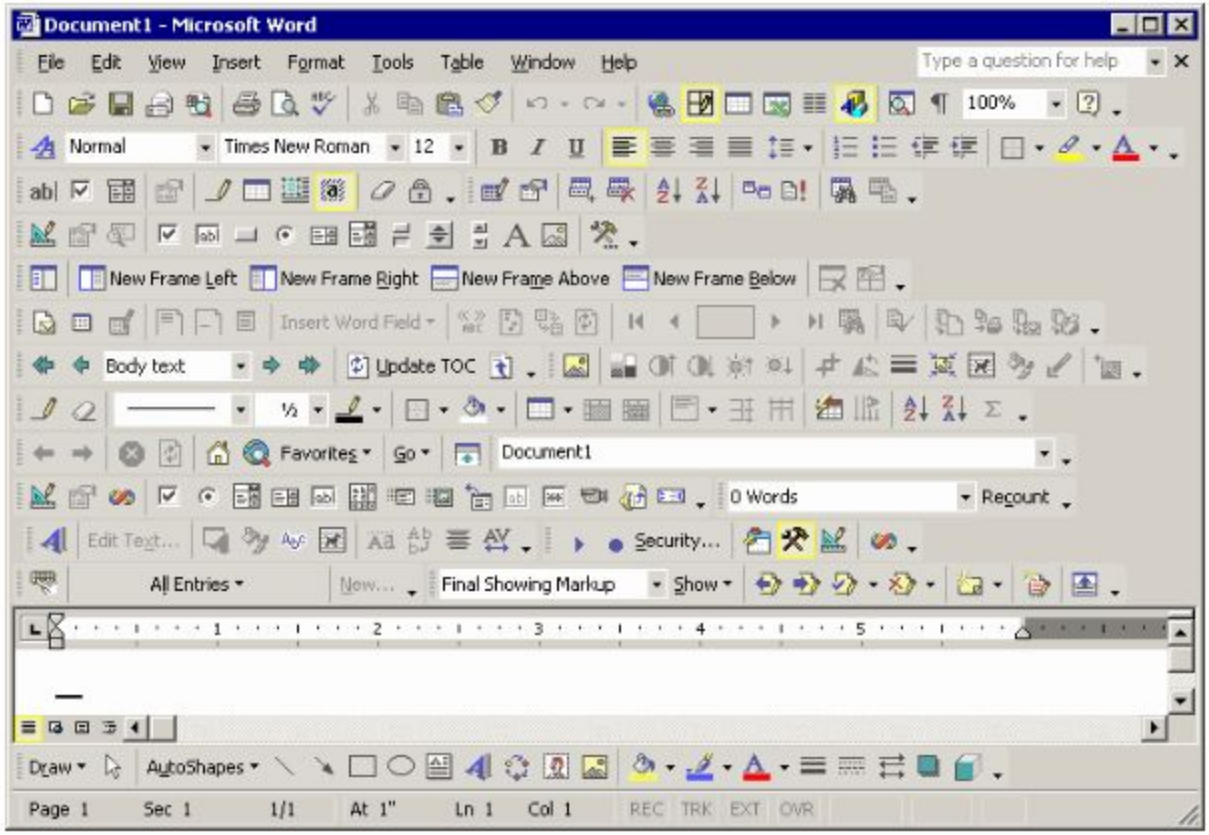
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File Edit View Insert Format Tools Table Window Help
Type a question for help
100%
Normal
Times New Roman
12
New Frame Left
New Frame Right
New Frame Above
New Frame Below
Insert Word Field
Body text
Update TOC
Favorites
Go
Document1
0 Words
Recount
Edit Text...
Security...
All Entries
New...
Final Showing Markup
Show
Draw
AutoShapes
Page 1
Sec 1
1/1
At 1"
Ln 1
Col 1
REC
TRK
EXT
OVR

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OUTCOME

output

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No room for discovery

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Shady/lazy acquisition tactics

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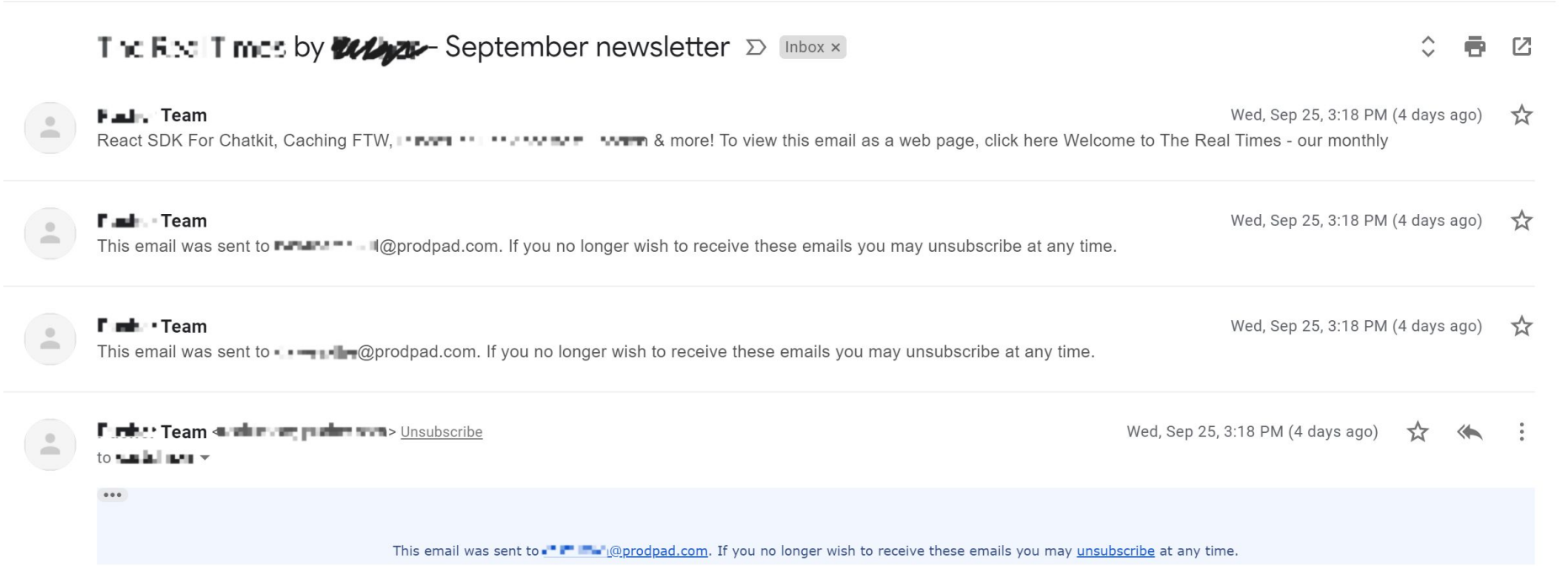
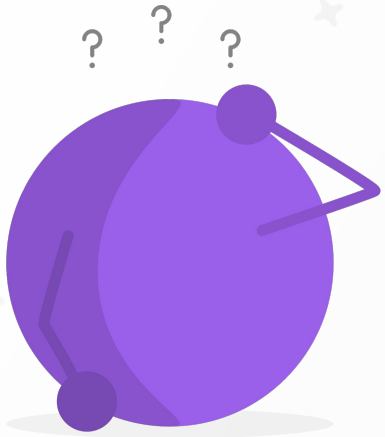
Mis-incentivised Sales / Marketing



Is there a better way?



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Lean Roadmapping: A Better Way to Navigate

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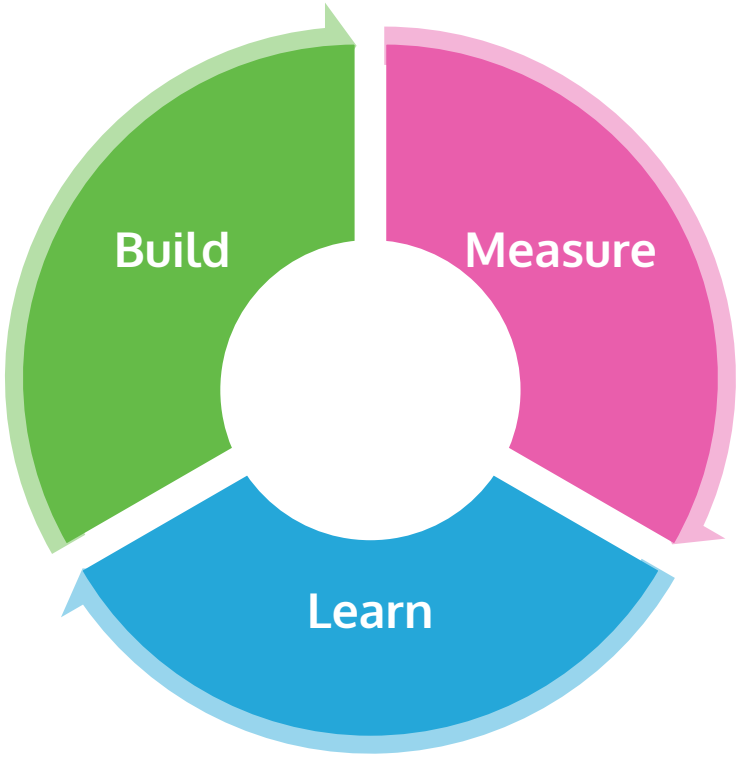

Lean is about build, measure, learn

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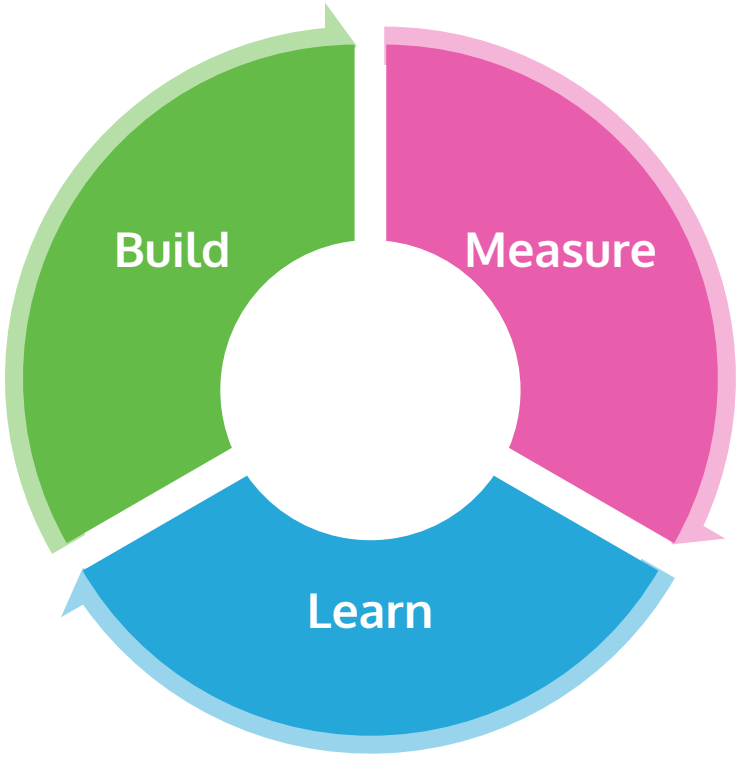

Lean is about build, measure, learn

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Your **roadmap** is a tool
to help you **learn** and **iterate**,
at the **product strategy** level

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Your **roadmap** is a **prototype** for your **strategy**

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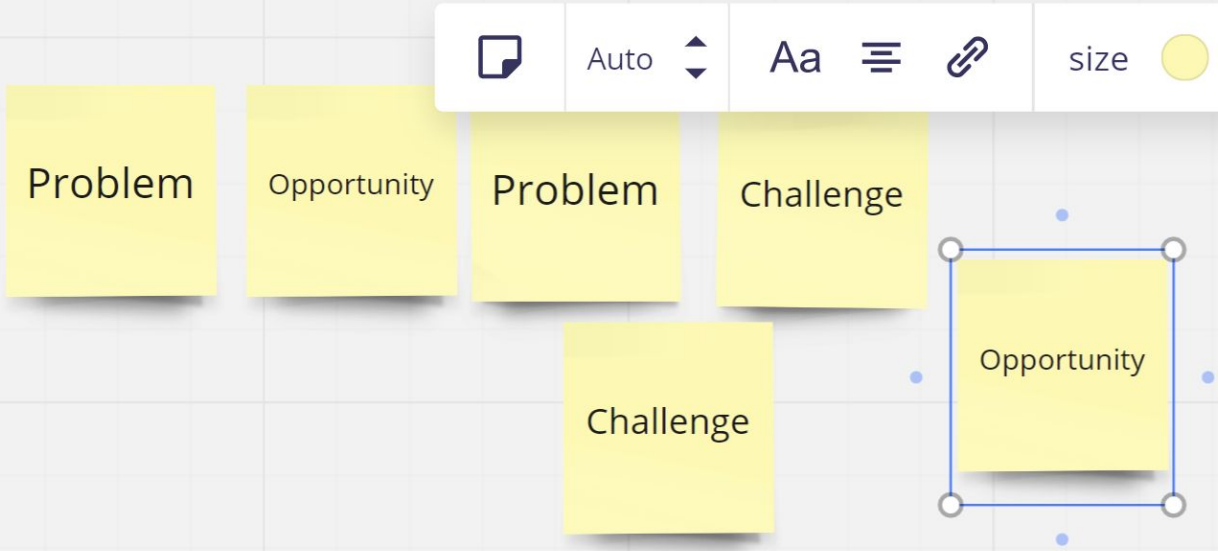
MY FIRST ROADMAP

PROBLEM 1

PROBLEM 2

PROBLEM 3

Roadmapping session



Roadmap bankruptcy

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Product is uncharted territory

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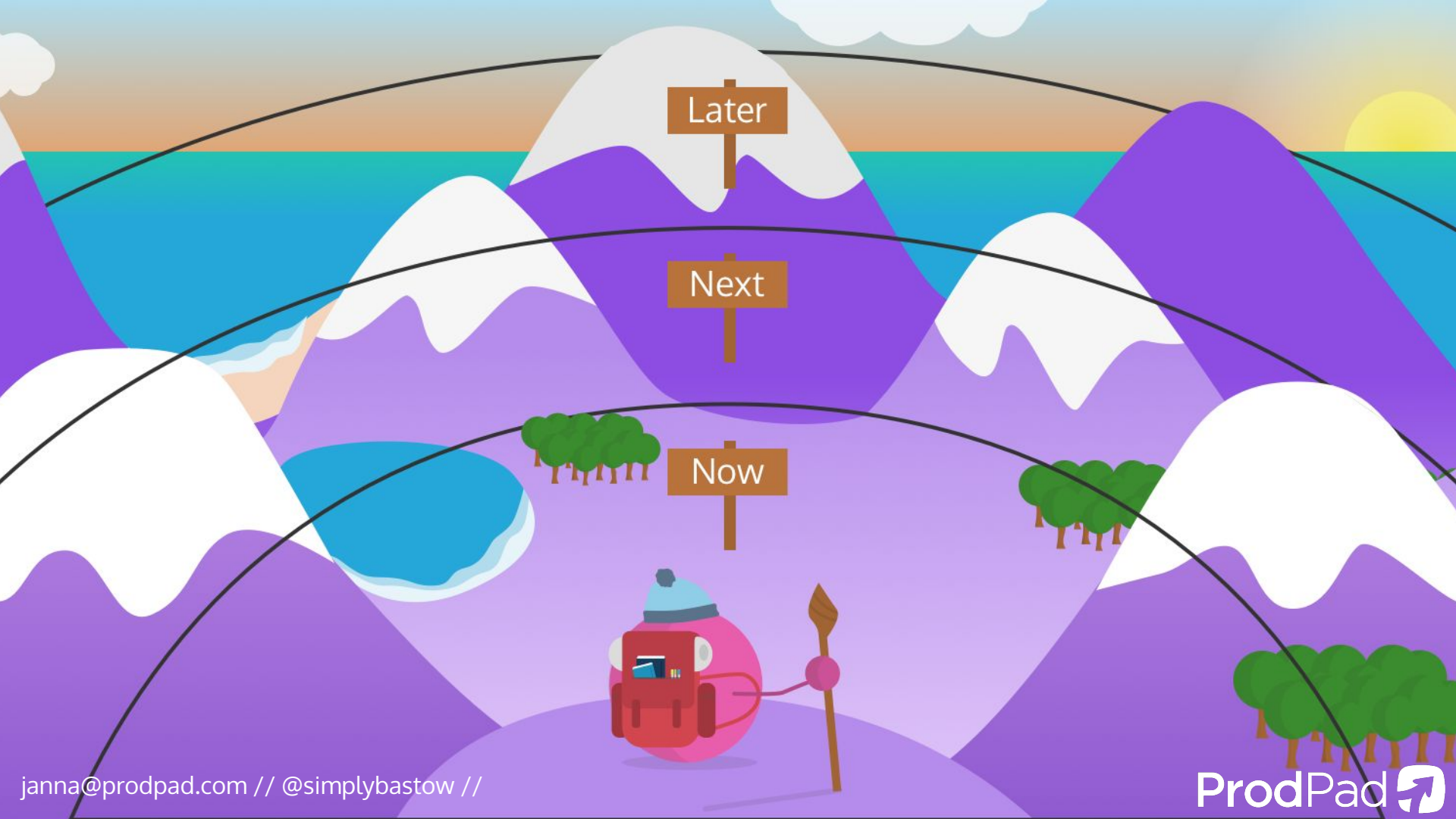

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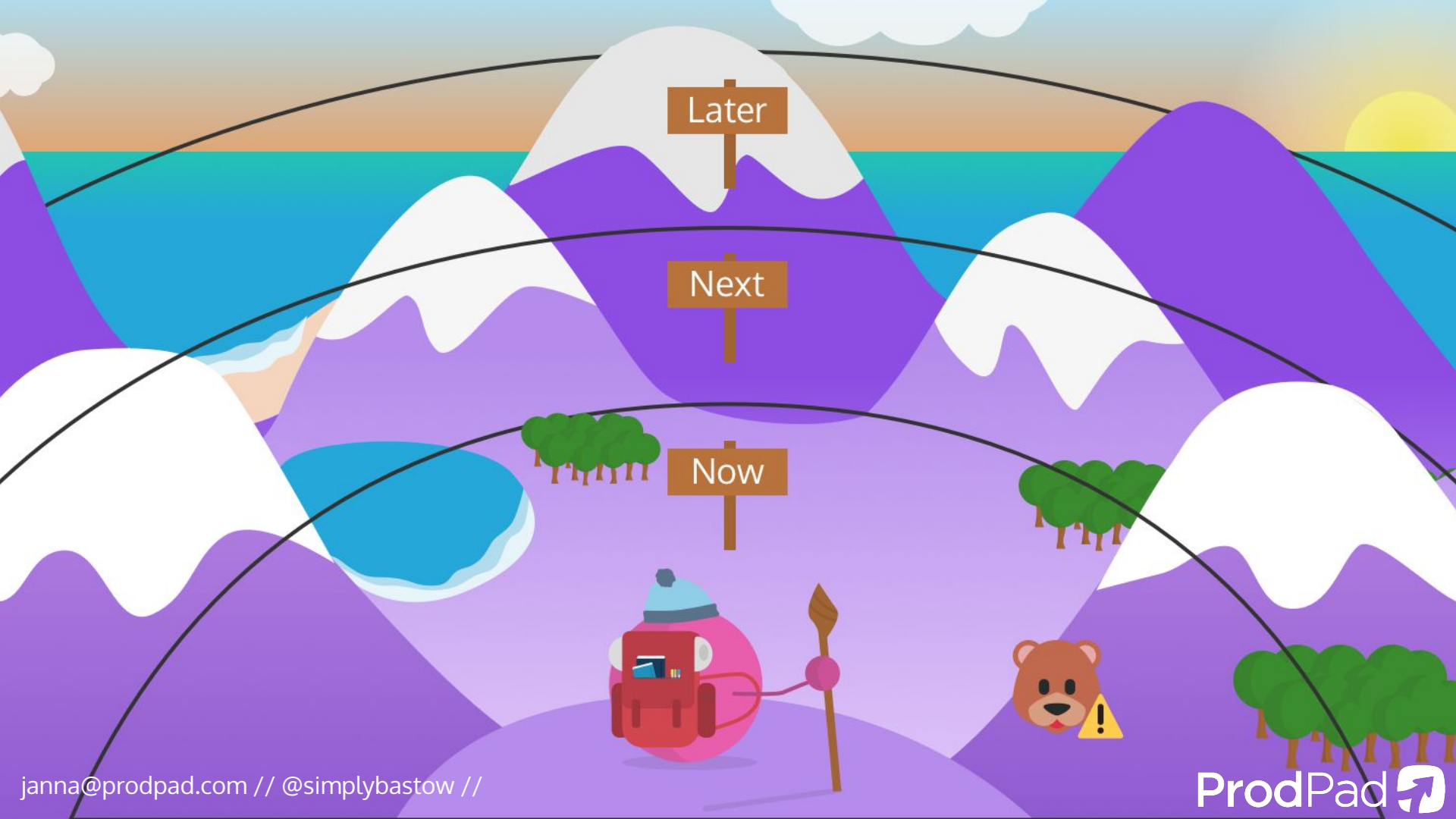

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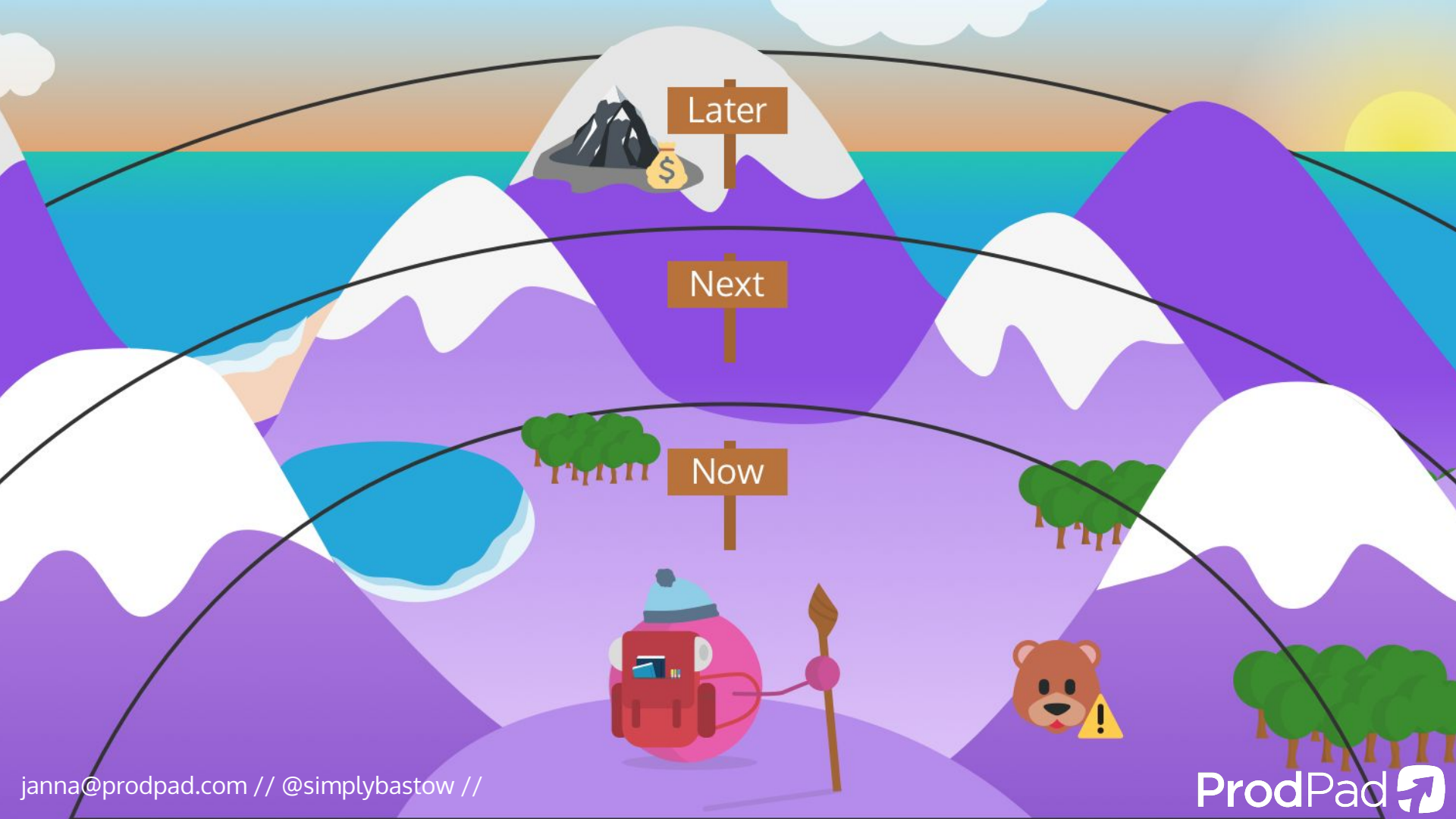

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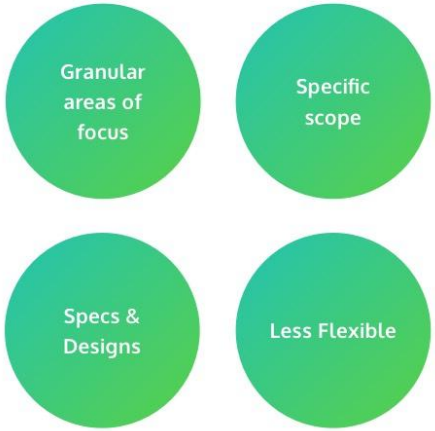
Time horizons

Now



Next

Later

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OKRs:

The Compass for Your Team

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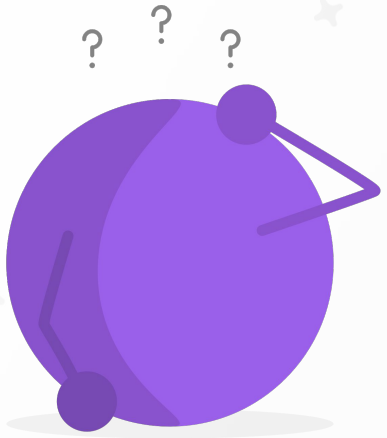
Why do so many give up on OKRs?



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OKRs

Objectives & Key Results

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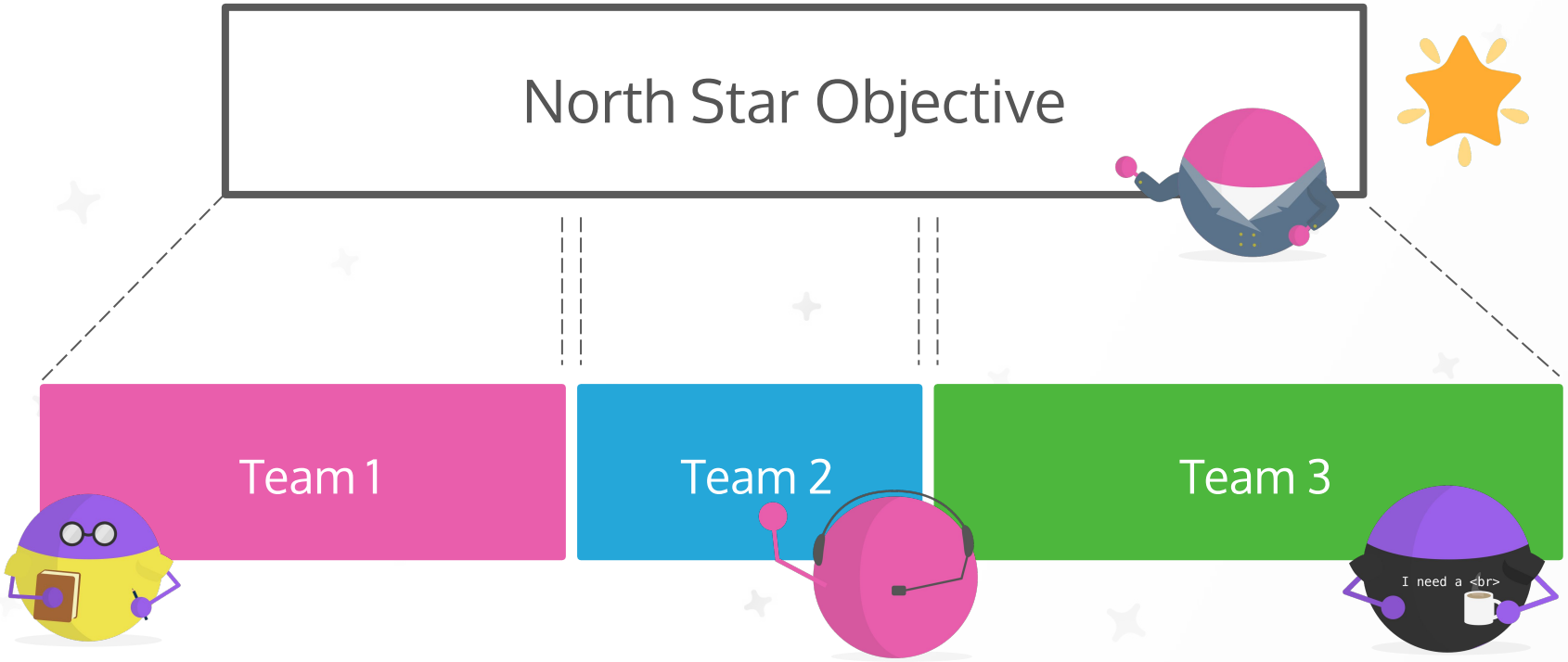

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Objectives → *Initiatives* → Key results

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OIKRs?

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Objectives → *Initiatives* → Key results

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Objectives → Initiatives → Key results

What you need to achieve

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Objectives → Initiatives → *Key results*

What you need to achieve

What good looks like

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Objectives → *Initiatives* → Key results

What you need to achieve

Actions we'll take to get there

What good looks like

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Objectives → Initiatives → Key results

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Objectives → Initiatives → Key results

Improve your overall health
to avoid illness or injury

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Objectives → Initiatives → Key results

Improve your overall health to avoid illness or injury

Lose 15 pounds by the end of the year

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Objectives → Initiatives → Key results

Improve your overall health to avoid illness or injury

Introduce regular exercise to schedule

Lose 15 pounds by the end of the year

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Objectives → Initiatives → Key results

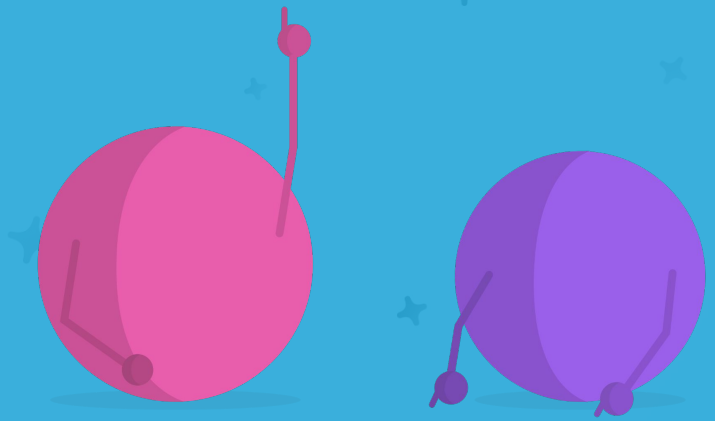
Improve your overall health to avoid illness or injury

Introduce regular exercise to schedule

Refactor diet

Lose 15 pounds by the end of the year

Problem: OKR drift



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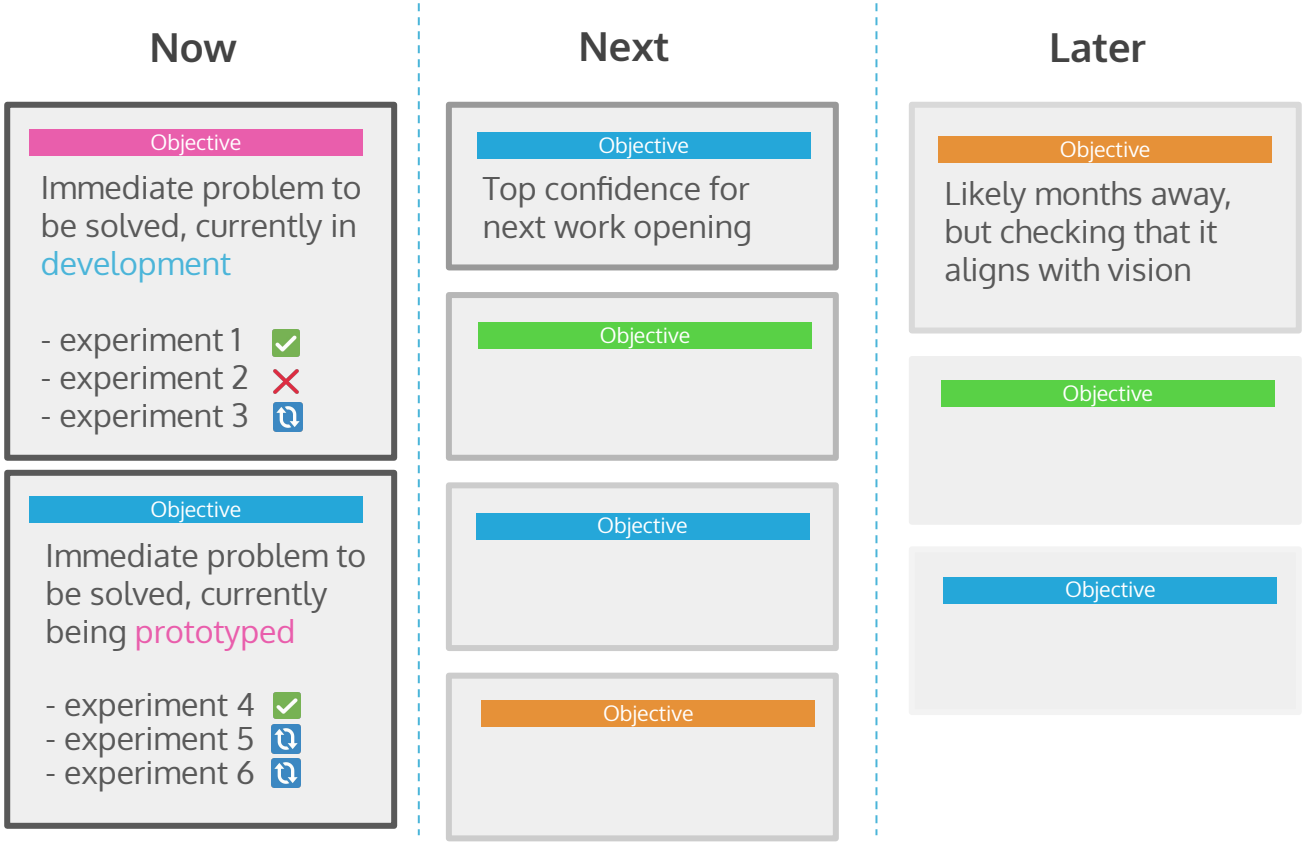
Solution: Lean Roadmap



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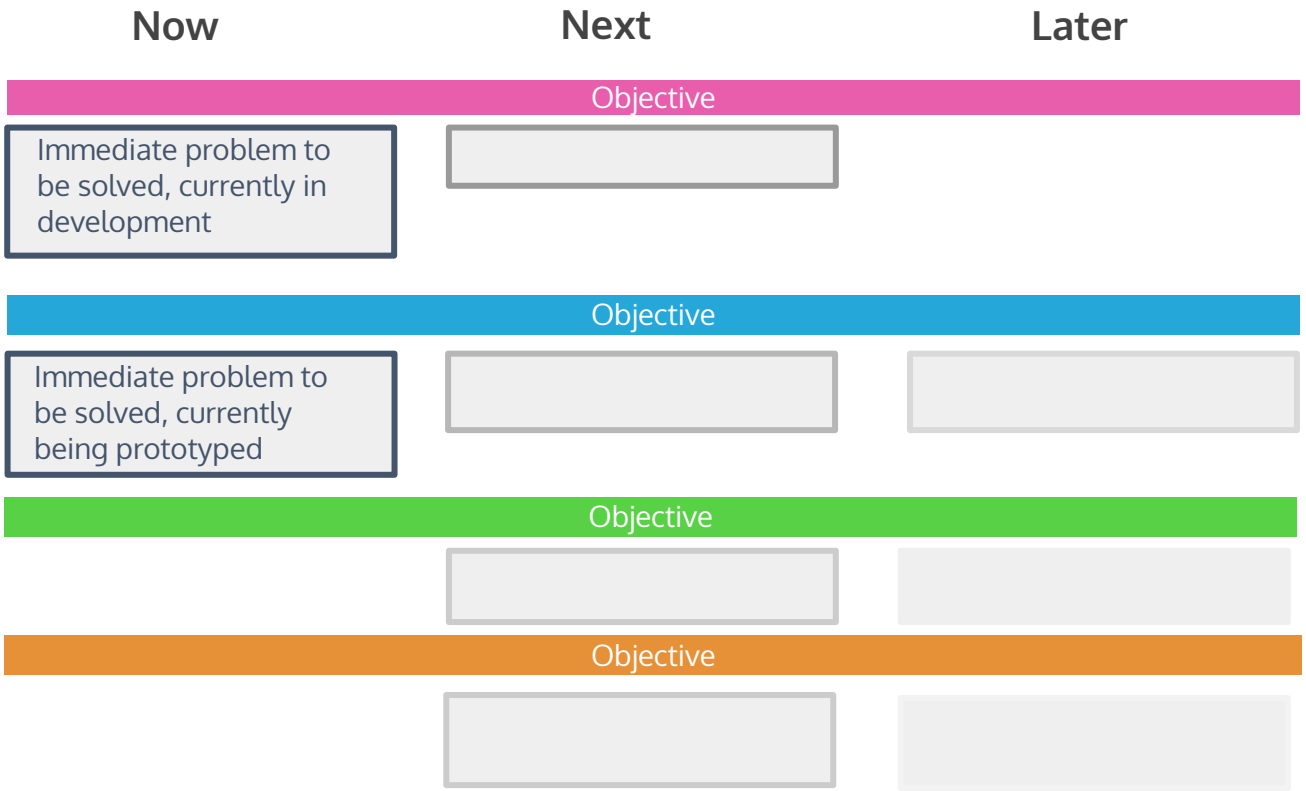
Solution: Lean Roadmap



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Using your roadmap for experimentation & validation

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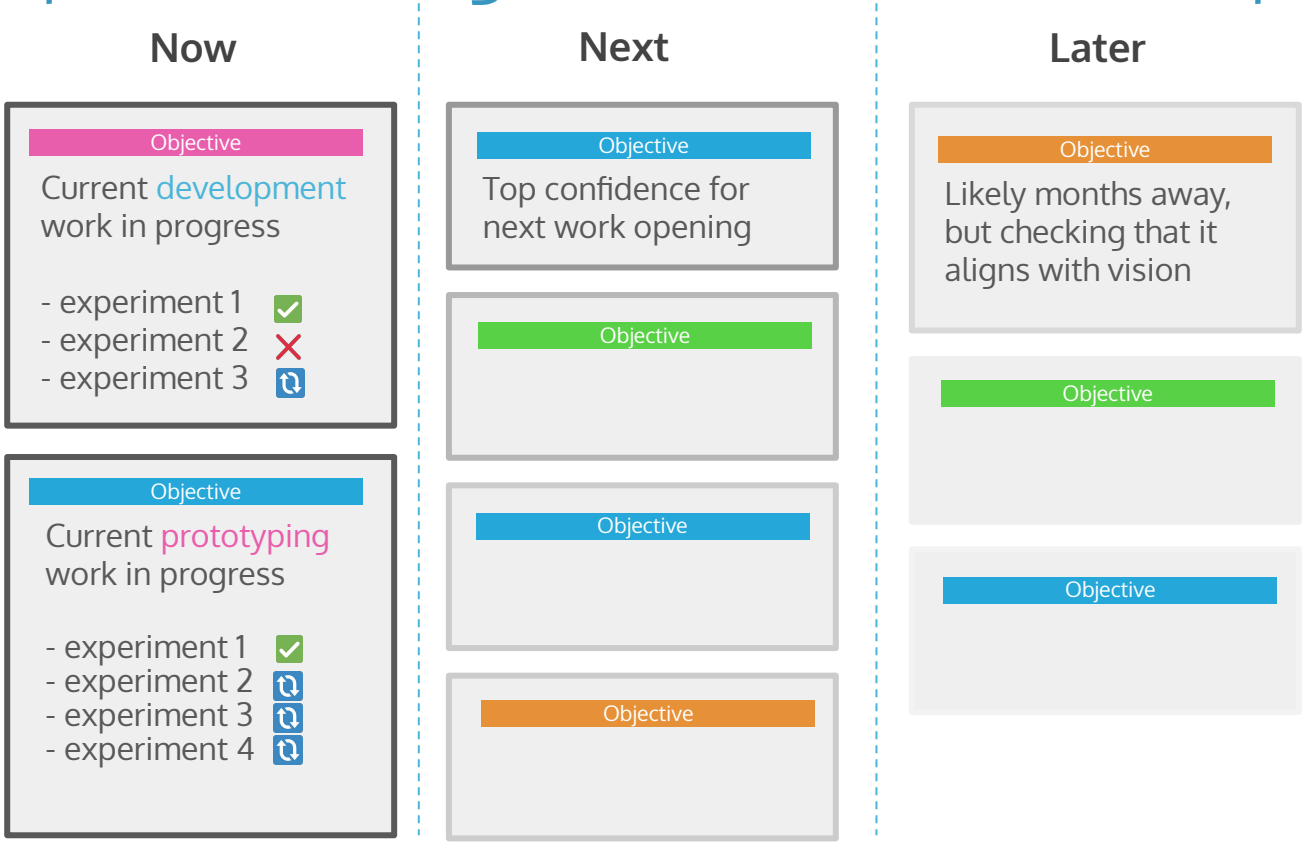
Experimenting on a Lean Roadmap



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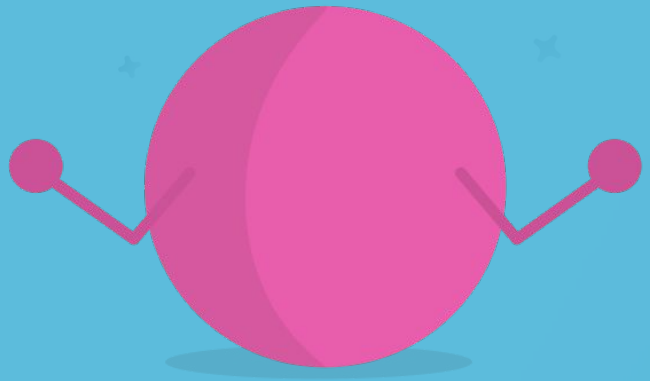
Don’t trash your roadmap!



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Build in

space

for

validation

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Validating on a Lean Roadmap

Completed
(validation roadmap)

Objective
Result:
Testing results now

Objective
Result:
Increased by $200!

Objective
Result:
No change in #...

Objective
Result:
Decreased by 10%!

Now

Objective
Immediate problem to be solved, currently in development

Objective
Immediate problem to be solved, currently being prototyped

Next

Objective
Top priority for next work opening

Objective

Objective

Objective

Later

Objective
Likely months away, but aligns with vision

Objective

Objective

~~Delivery dates~~

Solving problems

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Budgeting for 2023?

Use quarterly OKRs to your advantage

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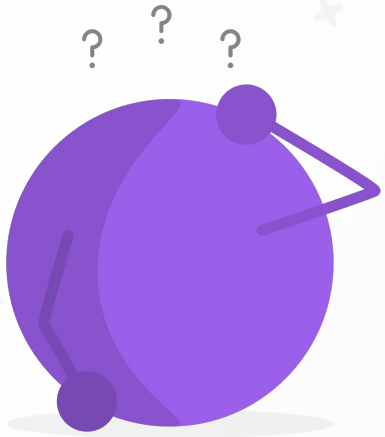
How do I get my team on board?



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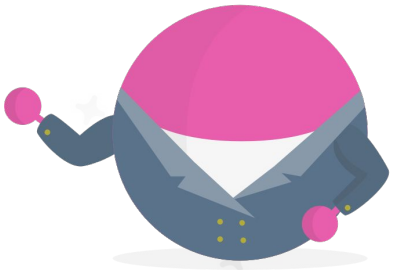
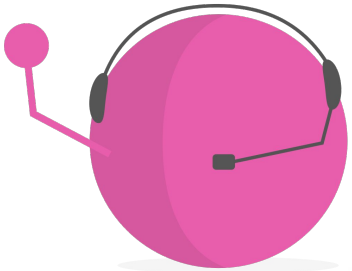
It depends!

Your boss



The investor

Salesperson

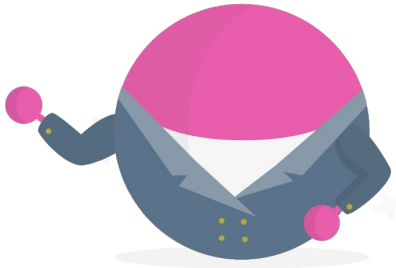


Marketeer

The customers

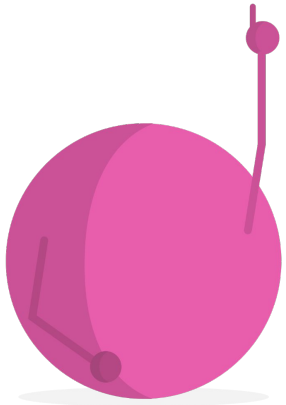
janna@prodpad.com // @simplybastow //

ProdPad



Your boss

Show me the work you're doing so I know you're going to be productive.
Don't make me guess at what my team is doing.



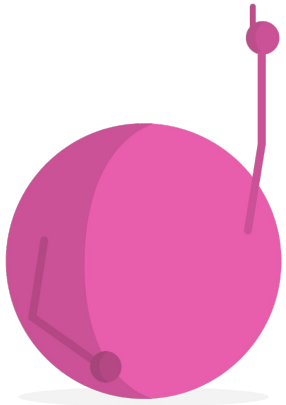
To counteract

Deadline driven work doesn't make you go faster!
More tech debt, more buffer and delays, less trust
Ask for more space so you and your team can perform the best

ProdPad

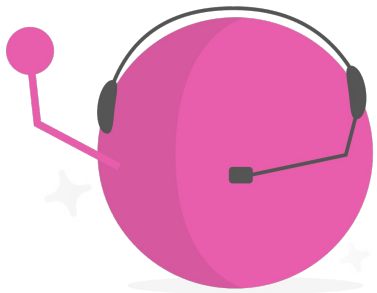
The investors

What are you building with the money we're giving you?
How do we know our investment is sound?



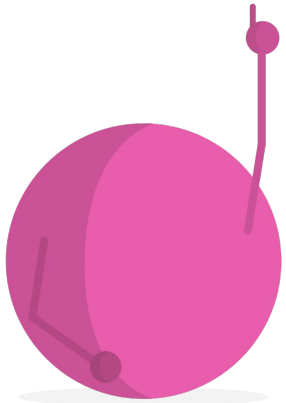
To counteract

If they just wanted that list of features built, they could enlist an agency to build it for them for cheaper.
Investment is in team, and team's ability to adapt.



The salesperson

I just want to sell, sell, sell.
I don't see why it's so hard for you to just build the things our customers have asked for.

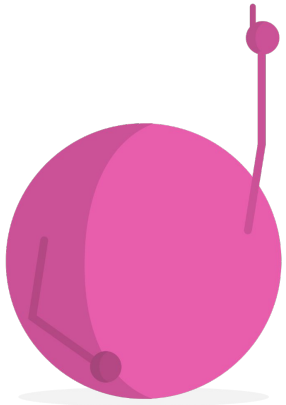


To counteract

Help better define the ideal customer profile who will buy the product as it is today, and get them to sell what exists.

The marketeer

Can I get visibility of what's going to be ready and when, so I can prepare some awesome launch campaigns?

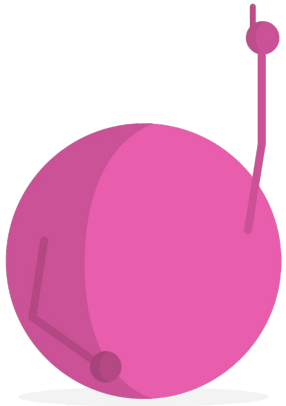


To counteract

Separate hard launch from soft launch.
Use feature flags.

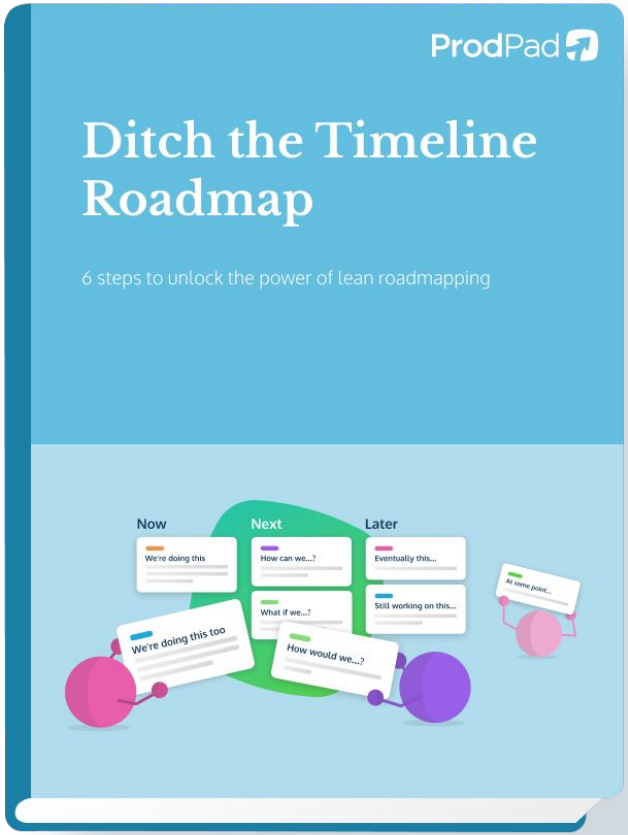
The customer

What are you building into your product? Is it aligned with what we need out of the service in the future? Should we keep paying for this?



To counteract

Show them high level roadmap (no dates! Just priorities), and show them history of releases to build trust.



Get the guide

Scan for FREE access to 6-page guide

bit.ly/ditch-timeline

www.prodpad.com/resources/guides/ditch-the-timeline-roadmap/

ProdPad

Out with the old...

Now

(4 initiatives, 19 ideas)

Reduce the barrier to adoption

Build out our range of integrations to offer better connections to ProdPad with teams existing suite of tools

Next

(5 initiatives, 26 ideas)

Reduce the barrier to adoption

Contributors

Increase the value experienced by our customers...

Later

(5 initiatives, 27 ideas)

Setup our customers for continued success

ve better support our users to looking at
ecording what the outcome was of their
rch/experiments/ideas/initiatives?

up our customers for continued success

uce the barrier to adoption

can we improve email notifications to
them more useful for our users to drive
and engagement?

Reduce the barrier to adoption

How can we make it easier for Contributors to keep up to date with the things they care about to drive better engagement?

In with the new!

Thanks!
Reach out for more:

ProdPad

Always open for a chat about product! 👋

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linkedin.com/in/jannabastow

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