

# Product Roadmap Planning

## Top 10 Tips & Tricks

# Clear your Calendar

*Flavor-of-the-moment fires will keep you from thinking clearly. Your planning colleagues are constantly pulled into other meetings.*

You have to get out of the office to do serious long-term planning. Set your cell phones to vibrate. No internet access.

# Business from the Beginning

*It's pointless to think about which product features you want to add without really knowing your business inside and out, yet this is often happens.*

To begin any planning, first understand all revenue and cost centers and what your levers are for moving each one.

# Savor the SWOT

*It's easy to get in the trap of 'catching up to the competition' or 'moving into a new space.' This is because it's easier to examine others than to examine yourself.*

You will get the most clarity from understanding your own strengths, weaknesses, opportunities, and threats to your business.

# Buy-in from Brainstorming

*Teams won't just 'do,' and as the product manager, you don't have the authority to demand. Furthermore, your team has great ideas and knows what's possible.*

Hold a few brainstorming sessions at the beginning of the planning process. Interject business objectives. Don't shoot anything down.

# Seek the Sounding Board

*There are hidden landmines in your company: budget reallocations, shifting priorities, strategic acquisitions.*

Find a few trusted people in high places - perhaps the assistant to the big boss. Run the roadmap by them first and get feedback and gossip.

# Predict the PR

*A great deal of your success depends on what the press says about you. A great deal of their success depends on what traffic you drive to them.*

Seriously think about hot trends in the marketplace. What will you release that is newsworthy? What is your pitch?

# Restrict the Roadmap

*Roadmap features grow like weeds. Later in the year, you'll end up picking and throwing away some of these weeds so they don't kill the roses.*

Keep scope limited by putting the number of resources required and the business goal achieved by each feature right on the roadmap. Early to market, early to \$\$.

# Lag after Launch

*Invariably, you will encounter issues after you launch any product. The larger the launch, the longer the recovery time. Often, however, there is no spot on the roadmap for this recovery.*

You don't go for a long morning run with a hangover, so don't make your team do this either. Slot in a .1 release - keep it vague. Show small incremental features if management balks.

# Ideas for Investment

*You don't have the resources to do everything you want to do - and you never will.*

Pick one or two items that are falling off the plate, and do a detailed analysis of their ROI. Make sure they further some overarching goal of the company.

# Do Something Different

*Most product managers have not taken a class from Rashi Glazer. They don't do anything different than their competitors.*

**“DO SOMETHING DIFFERENT!”**

**Don't make Rashi come after you.**