

# Pragmatic Roadmapping™



## *Align your product strategy with the market*

When requirements offer too much detail and marketing materials offer too little, how do you communicate your plan in a meaningful way both inside and outside the organization?

The *Pragmatic Roadmapping* seminar offers techniques for developing, consolidating and communicating product plans, ensuring your strategy receives appropriate technical, marketing, and financial support.

Learn why roadmapping is more than projects on a timeline. It's a methodical process that balances financial impact with strategic fit for all product features and marketing opportunities.

## Who should attend?

Members of the product management, marketing and development teams tasked with planning product direction and communicating product strategy.

## Included templates & checklists

- Strategy Matrix
- Project Evaluator
- Pragmatic Roadmap
- Roadmap Agreement
- External Roadmap

**Available online  
or onsite at your office**

## I. Align Your Strategy with the Market

When there is more to do than can be done, how do you direct where resources should be expended?

Learn how to use a Strategy Matrix to align and focus the organization around the market, not just the product. Put your products and services in context with market needs, evaluating which projects provide sustaining revenues and which provide incremental growth.

### Topics Covered

- What you're asked to do
- Market segmentation
- Strategy Matrix

## II. Identify Projects to Fund

Is your strategy aligned with available resources? Are all stakeholders in agreement? Timelines can be impacted by many internal and external factors, so it is critical that all are assessed, and appropriate action or planning is done before communicating the roadmap to others.

### Topics Covered

- Allocation of projects
- Allocation of resources
- Prioritize strategies
- Strategic fit
- Financial impact

## III. From Strategy Matrix to Roadmap

How much detail should be in a roadmap? What goes into an internal vs. external roadmap? How can multiple product plans be consolidated into a single integrated view?

Learn how roadmap detail varies by audience. See examples of roadmaps to understand the pitfalls to avoid and ramifications of including or excluding certain information.

### Topics Covered

- Constraints
- Roadmap Agreement
- External roadmap



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