

Product Roadmapping Training Outline (2-days)

Overview

A product roadmap is a critical strategic communication tool that articulates direction, builds alignment, and helps product partners make tough prioritization decision. A lean, flexible product roadmap is an indicator of a healthy product culture. Modern product roadmapping practices facilitate strong collaboration across the organization and with product customers. This training provides product management and development practitioners and leaders with the essential principles and practices needed to deliver and sustain useful and useable product roadmaps.

Who Should Attend

Product Managers and Owners, Business Executives, Product Development team members (e.g., people in the disciplines of software development, testing, Ux design, business analysis, database administration, data science), Agile Coaches and Scrum Masters, and others actively engaged in the strategic and tactical work needed for successful technology products.

Learning Objectives

Through interactive discussions, exercises, examples, and reviews, learn to:

- Describe the differences between product strategy, product roadmap, and a release plan
- List product roadmap benefits, pitfalls, and stakeholders
- Define the strategic foundations for an excellent product roadmap and ways to validate it
- Identify components and steps needed to create an agile product roadmap
- Create an outcome- or theme-based product roadmap
- Develop stakeholder alignment for the roadmap
- Employ prioritization techniques useful for product roadmaps

- Explain how a portfolio and a technology roadmap varies from a product roadmap

Length: 2 days

Course Outline

Roadmapping Foundations

- Why roadmap: key benefits
- Roadmap pitfalls
- Roadmap stakeholders
- Modern product roadmapping practices
- Agile product roadmaps

Strategic Foundations

- Vision, market segments, customers, problems
- Competitive analysis
- Goals and metrics
- Strategic alignment tools/techniques
- Strategy validation tools/techniques

Roadmap Components and Formats

- Component elements and their content
- Visual formats and templates

Roadmapping Steps and Frameworks

- From vision to outcomes
- Outcomes vs. features
- Using themes
- Prioritization tools/techniques

Roadmap Variations

- Internal and external roadmaps
- Technology roadmaps
- Portfolio roadmaps, points of view, formats

Managing a Product Roadmap

- Roadmap review cadences
- Engaging and aligning product partners

Good to Great Product Roadmapping

- Roadmap goodness checklist
- Roadmaps and product culture
- Common ailments and prescriptions
- Product roadmap improvement kata