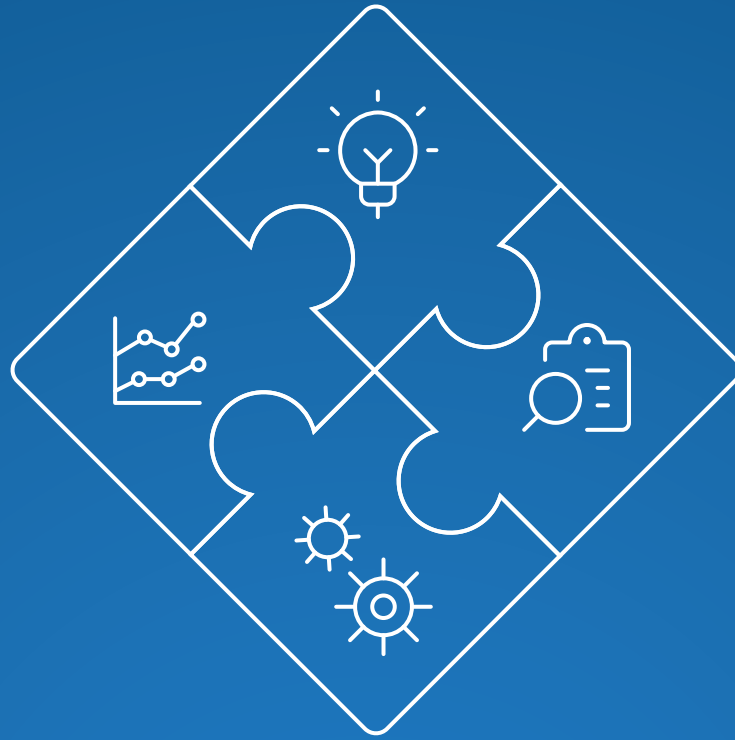




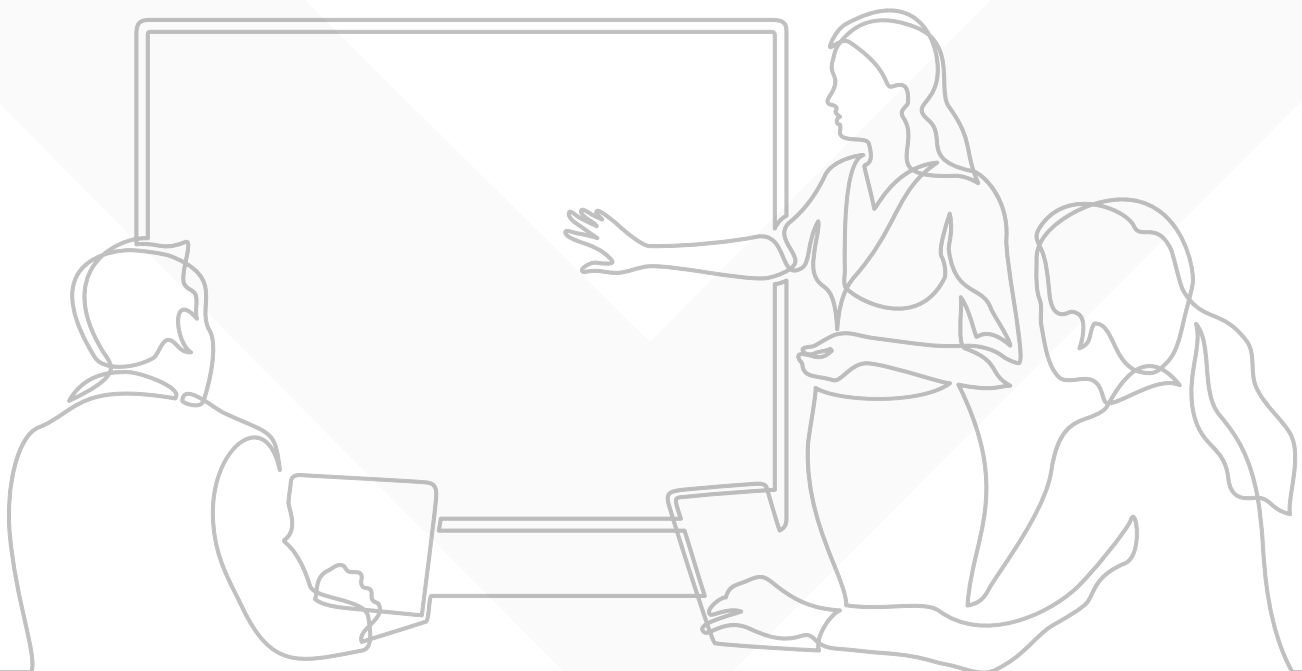
COLLABORATIVE **CROSS-FUNCTIONAL** **PARTNERSHIPS**

COLLABORATIVE CROSS-FUNCTIONAL PARTNERSHIPS

Foster collaborative cross-functional partnerships between the product development team and other departments. Mobilize individuals across your organization to rally behind your product strategy and unlock the power of “us.”

Establish an organization-wide foundation of trust for the product management team.

- ☐ Give the organization visibility into your team’s wins and learnings.
 - Allow product team members time to present things they shipped during company All Hands meetings to promote awareness of the organization’s achievements.
 - Be transparent about your team’s decision-making process.
 - Share the prioritization framework with the organization to communicate the rational logic behind decisions.
 - Describe metrics and objectives that influence your team’s plans.
 - Connect with other teams on a personal level.



COLLABORATIVE CROSS-FUNCTIONAL PARTNERSHIPS

Promote shared understanding across the organization.



Over-communicate consistently both verbally and written.

- Get your story out and repeat it often.



Establish cascading communication flows.

- Identify consistent key people who are responsible for empowering teams with product information.
 - The information you communicate must be consistent and consumable by different stakeholders to enable people to cascade the information effectively to their groups.



Tailor your messages to your audience.

- Learn how to speak the language of your constituents. There are two key considerations to make when tailoring your messages.
 1. What level of detail does the audience need?
 2. How does the product strategy relate to their needs and the work they do?
- Make multiple variations of the roadmap. For example:
 - C-level executives need high-level details.
 - *Make sure there's alignment with your C-level execs first.*
 - Customer success roadmaps need release-level details.
- Conduct a stakeholder analysis.



Continue the conversation.

- Provide access to plans and context in real-time with a roadmap.

COLLABORATIVE CROSS-FUNCTIONAL PARTNERSHIPS

Enable the product team to build healthy partnerships with other parts of the organization.



Operationalize cross-functional partnerships.

- **Use the buddy system:** Pair up individual product managers with other functional teams.
 - One product manager on your team can own the relationship between product development and customer success, while another product manager is the point person for the sales team.
- **Leverage organizational structures:** Have the whole product team meet regularly with the heads of each department to discuss what they've seen and heard recently.
- **Consider communication tools:** If your team uses Slack, consider creating a dedicated channel for sharing feedback.
 - Give your team access to an "ideas" backlog where they can contribute their ideas as they come up.



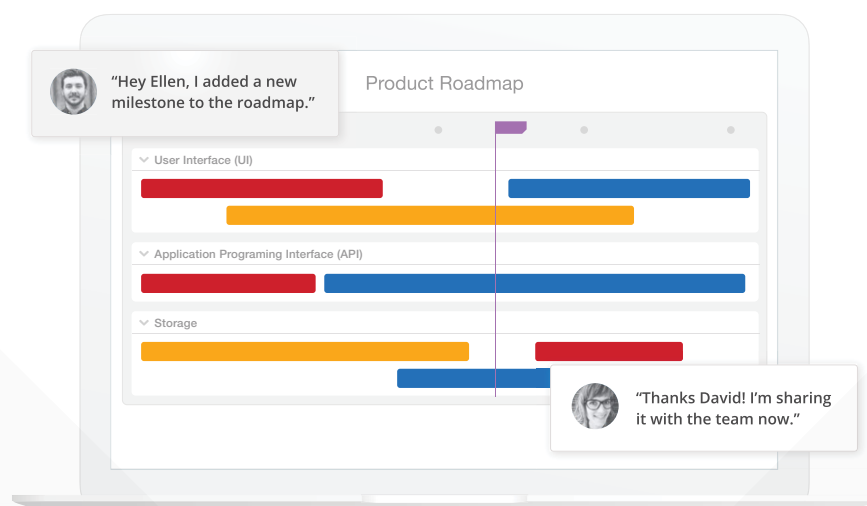
Manage expectations and close the loop.

- Roadmaps are great starting points, then continue to reiterate priorities.



ABOUT PRODUCTPLAN

ProductPlan makes it easy for teams of all sizes to build beautiful roadmaps. Thousands of product managers worldwide—including teams from Nike, Microsoft, and Spotify—trust ProductPlan to help them visualize and share their strategies across their entire organization. With our intuitive features, product managers spend less time building roadmaps and more time shipping products.



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