GETTING STARTED WITH OUTCOME-BASED ROADMAPS

WHEN STAKEHOLDERS ARE ATTACHED TO FEATURE-BASED PLANS

1

SET AN OUTCOME FOR THE NEXT THREE MONTHS

- Describe the impact you want to create.
- Make the outcome specific and measurable.
- Involve stakeholders and dev team members in the goal-setting process.

2

USE THE OUTCOME TO SELECT THE RIGHT FEATURES

- Only accept features that help you meet the outcome.
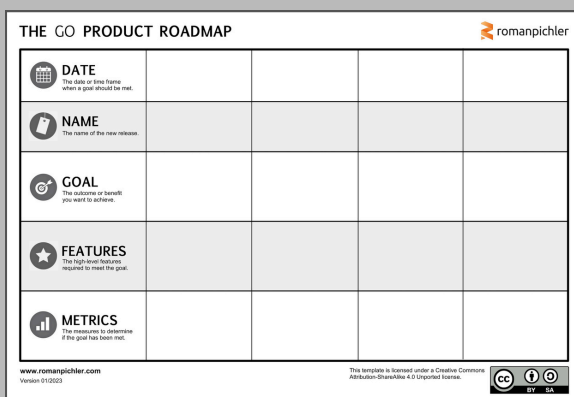- Use the outcome to focus the product backlog and determine its items.

3

REVIEW THE APPROACH

If working in a goal-direct way has not been entirely successful or if the buy-in from management and stakeholders is still low, continue with step 1. Otherwise, proceed to step 4.

4

BUILD AN OUTCOME-BASED PRODUCT ROADMAP

THE GO PRODUCT ROADMAP

DATE			
NAME			
GOAL			
FEATURES			
METRICS			

For the next six to twelve months using a template like my GO Product Roadmap shown on the left.

DOWNLOAD THE TEMPLATE AND LEARN MORE AT: WWW.ROMANPICHLER.COM