



AN OFFICIAL PARTNER OFFERING DEVELOPED  
FOR PRAGMATIC INSTITUTE



# Mastering the Product Roadmap

## Cutting-edge product roadmapping techniques

**Product roadmapping is an essential practice in product management,** focusing on strategic planning to get the most out of your products' lifecycle. It's critical for setting the path to product success and organizational alignment. Yet, companies often miss release dates, negatively impacting their long-term business goals. This is because traditional roadmaps don't work.

Pragmatic Institute's **Mastering the Product Roadmap** workshop will help you move beyond outdated methods and adopt a unique prioritization technique to focus on the most effective strategies. Discover how to keep your roadmap relevant in the face of fluctuating markets and rapidly changing technological advances. This self-paced workshop will help you secure stakeholder buy-in with practical, real-world applications and is designed for product professionals at any level, providing the tools needed to turn vision into impact. Embark on mastering product roadmapping today to steer your product toward success.

TOTAL HOURS

**7**

FORMAT:  
**ON-DEMAND**

Contact sales for  
team training.

---

WORKSHOP  
PREREQUISITE:  
**NONE**

v24.03

## WORKSHOP OBJECTIVES

MAIN OBJECTIVE: Gain real-world techniques to focus on the most impactful aspects of your product roadmap, ensuring alignment with business objectives.

### Revolutionize Your Product Roadmap Techniques

- Break free from outdated product roadmap-building methods and adopt effective, modern strategies.
- Master the art of adapting your roadmap to changing market conditions and business objectives.

### Master Critical Roadmap Components

- Learn the five essential elements of an effective product roadmap.
- Practice implementing these components to enhance your product roadmap-building skills.

### Prioritize with Precision

- Discover the science behind prioritizing elements in your product roadmap.
- Utilize a distinctive, data-informed method to enhance decision-making efficiency in your roadmapping process.

### Align Vision and Expectations

- Explore methods to understand and address stakeholder concerns for successful buy-in.
- Learn to articulate your product vision clearly and align it with your roadmap strategies.

### WORKSHOP TOOLS AND TEMPLATES

- Product Roadmaps Masterclass Workbook
- Prioritization Scorecard Template
- Product Culture Self Assessment

### WORKSHOP COMPLETION

Upon successful completion of this workshop, student will be issued a Pragmatic Institute badge.

## WORKSHOP MODULES

### Module 1

- Introducing Roadmaps
- Dear Roadmap Exercise

### Module 2

- What is Your Business?
- Product Vision
- Draft Your Vision

### Module 3

- Five Primary Components
- Ordering Your Roadmap

### Module 4

- What is a Roadmap?
- Why Are Product Culture and Product Roadmaps Different?

### Module 5

- Roadmap Themes
- Why Outcomes Are More Important Than Outputs
- Avoiding Competitor Influence
- Drafting Themes

### Module 6

- Product Lifecycle
- Stage of Life Selection
- Business Objectives
- Drafting Business Objectives

### Module 7

- Prioritization
- Prioritization Scorecard

### Module 8

- Stakeholder Buy-in
- Drafting Stakeholder Concerns

### Module 9

- Roadmap Visualization
- Creating Your Roadmap Visualization
- Telling Your Story
- The Roadmap Elevator Pitch

### Module 10

- Building a Roadmap in the Real World
- Update Your Roadmap and Communicating Your Changes
- Roadmap Markup

### Module 11

- Self-Assessment