

How To Communicate Your Roadmap to Stakeholders

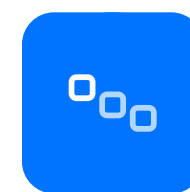
A product roadmap presentation is an important time for product managers to [share the roadmap with their team](#).

The purpose of a roadmap presentation is not just to share the roadmap, there are many other benefits and objectives that it accomplishes.

Roadmap presentations should be handled and given often. The more the better.

The problem with simply giving one at the beginning of the year and never again is that it sets the expectation that everything on it will be "delivered as planned".

There are however two types of presentations to keep stakeholders up to date:



Roadmap presentations



Sprint reviews and kick-offs

These presentations provide stakeholders with the information on both outcomes and direction as well as current progress on work.

Some of the other benefits of these presentations are that they provide opportunities to:

- Align your team on a common mission
- Show your team how you will accomplish company goals via the product
- Equip your team with the knowledge that they need to perform their work (customer success is now further equipped to speak to customers)
- Motivate your team
- Evangelize your product

Tips for an effective roadmap presentation

Keep the following in mind when presenting a long term roadmap:

Tailor the roadmap to your audience

Know the audience that you are speaking to. This is important to help you tailor your communication as you speak to these stakeholders.

Stakeholders don't simply want to know how a product will evolve. They want to understand **how the planned initiatives tie directly to their work and will assist them in reaching their goals.**

Ensure that your content is tailored to your audience and speak to how the planned initiatives tie directly to their key needs and asks.

Tell the story

Storytelling is one of the most powerful skills that a product manager can have.

Rather than simply sharing the prioritized initiatives on the product roadmap, narrate a compelling story to your audience.

How did the quarter begin? What is currently happening in the industry? And what are the planned initiatives to improve the product? Speak on these points with a compelling story.

As you speak about improving the product orally paint the picture of where the product will be in the future.

It's one thing to say that you will spend the quarter rebuilding the product with new technology to address bugs.

It's even more powerful to paint the picture of how many bugs were caused due to old existing technology, feedback from customers, time spent by the development team, why retention is so important for the business, and how much happier customers will be and how much more competitive the product will be when rebuilt.

The latter approach is not only more entertaining to listen to but will motivate your team and garner their support.

Tie initiatives to business goals

When presenting your roadmap **ensure that you tie planned initiatives to business goals.**

Speak on these before you are asked.

There are many initiatives that product teams can address. Product managers prioritize what to work on based on feedback, value, effort, resources available, urgency, and business goals.

When presenting the roadmap also speak to how the initiatives tie into the goals of your company's various departments.

If your customer success team is concerned about growing accounts and supporting retention, which initiatives on the roadmap will assist them with this?

Specify these initiatives and make eye contact with these team members as you speak on these items.

Here are some further communication tips to keep in mind:

- Intonate your voice so that your participants don't get bored with a monotone voice
- Scan the room with your eyes and regularly make eye contact with participants
- Utilize silence to give your audience a chance to register shared information

Roadmap presentations are one of the most important presentations that a product manager will give throughout the year. So if you have a product roadmap presentation coming up, keep these tips in mind and remember: Proper Preparation Prevents Poor Performance.

After the roadmap presentation

After the roadmap presentation product managers will work with their team to implement the roadmap initiatives and work with cross functional teams for a smooth and successful launch as they approach release.

Throughout the year both internal and external stakeholders will be curious to know the progress of roadmap initiatives.

Are all of the items on the roadmap on track? Have any been removed? Are there any delays? Did released initiatives reach their goals? If not, how far off are you?

Frequent communication and updates with your team is required throughout the year.

What is the best way to communicate with your team?

For internal stakeholders there may be distinct meetings with different departments for updates. For example, one with the sales team, another with customer success, another with marketing, etc.

The benefit of having frequent meetings with the various departments for roadmap updates is so that you can tailor your presentation to their specific needs and give them the opportunity to share their input and speak to any problems that they are facing that you should be aware of.

Don't forget regular updates for the entire company as well. This is essential.

So, what is the best way to communicate with your team? Frequent meetings when needed.

In these meetings reiterate strategic priorities of the business, reiterate the initiatives on the roadmap, changes made, details on what has been released and progress, and what's coming next.



Create beautiful roadmaps and share them with your team in minutes. Make better decisions by using our built-in prioritization tool with ready-to-use prioritization templates. [Try for free](#)