

Checklist

by **airfocus**



How To Demonstrate the Business
Value of Internal PM

Adopting Internal product management for the products your organization uses offers several benefits over a project-based approach.

Here are some of the ways you'll experience increased business value with internal product management:

- 1 ☐ Shift your team's mindset from "what did we get done" (output) to "what are the most valuable things we can do" (outcome).
- 2 ☐ Tie your initiatives to business value to demonstrate their ROI. Make sure your PM platform allows you to link objectives to KRs to initiatives to delivery.
- 3 ☐ Avoid doing work that does not have a clear outcome. Don't build things you don't need.
- 4 ☐ Form outcome-oriented, long living, cross functional teams to work on internal systems.
- 5 ☐ Keep product teams focused on a given area (business-aligned capability) for much longer than a typical project duration.
- 6 ☐ Stop working on something when you've solved a problem, rather than continuing to build everything on a scope list.
- 7 ☐ Quickly respond to customer/market/user feedback to solve problems and exploit opportunities.
- 8 ☐ Have the same product team build and run an internal product.
- 9 ☐ Quickly deliver an iteration of your product, measure the impact, and revise your approach.
- 10 ☐ Be willing to adjust product features if initial assumptions prove incorrect or strategic opportunities arise.

About airfocus

airfocus offers a modern, modular and easy to use product management platform.

It provides a complete solution for product teams to manage and communicate their strategy, prioritize their work, build roadmaps, and connect feedback to solve the right problems.

Designed with flexibility in mind, airfocus allows you to quickly customize the platform to fit your needs without disrupting the way your team works.

Join thousands of global product teams who use airfocus to make better decisions and build outstanding products. Kick-start your way to better product management today.

Give airfocus a chance and start with a [14-day free trial](#), or [book a demo here](#).

