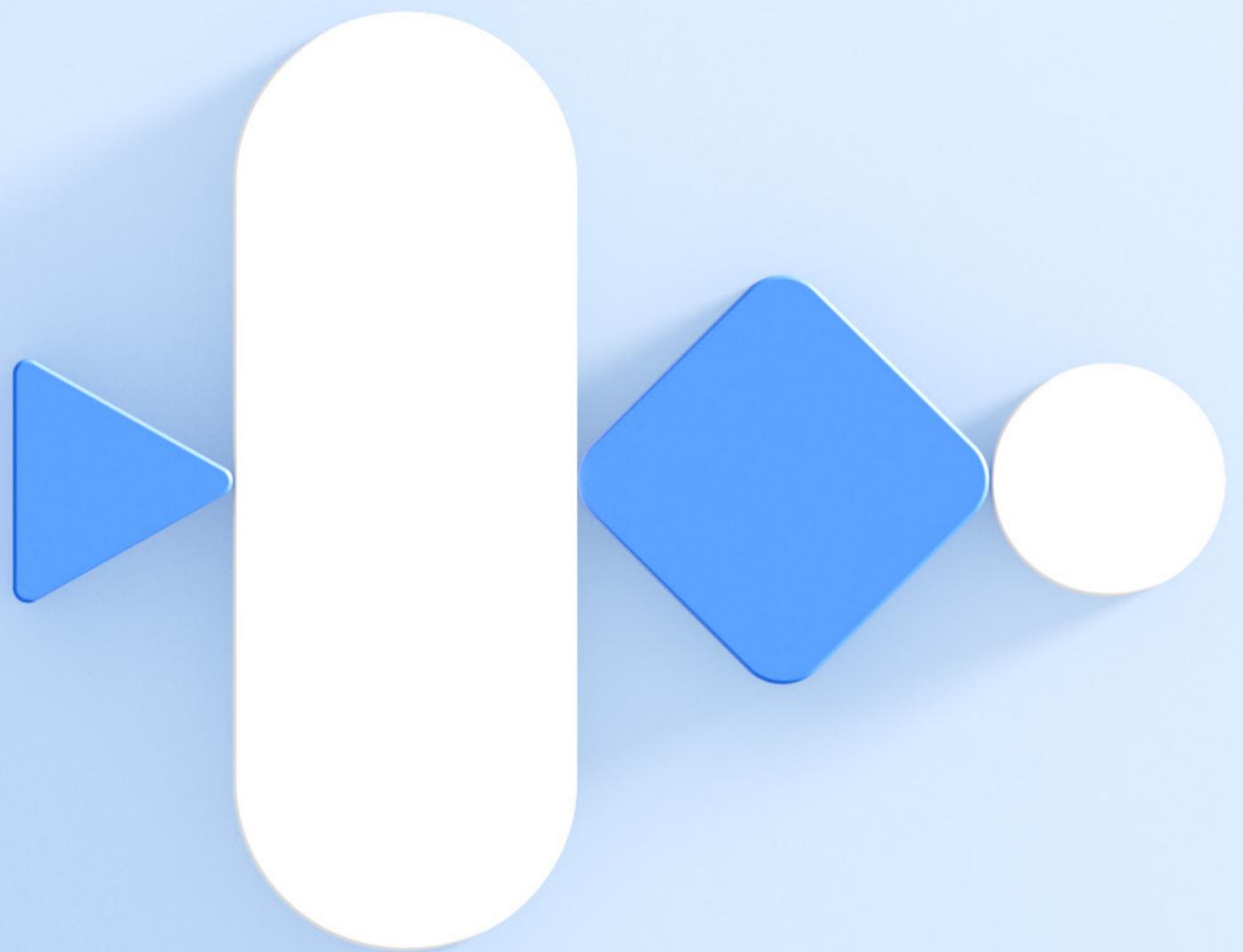


# Checklist

by airfocus



What To Do Before Pitching

## **Internal Product Management to the C-suite**

## Before pitching internal PM to the C-Suite you should ensure to:

- 1 Get an executive sponsor to support the first “project”
- 2 Begin with just a limited scope
- 3 Establish a dedicated Agile team
- 4 Display and celebrate outcomes

There are a couple of ways to pitch internal product management to your C-Suite. This is important because you will need their support and buy-in.

When speaking to the CEO emphasize that product management will have a net benefit for the business as a whole.

**This means that it will:**

- Enable digital transformation
- Improve the ability to generate digital revenues
- Improve efficiency

When speaking to business partners, emphasize that utilizing product management practices internally will enable customer-centric delivery.

**It will:**

- Accelerate IT business collaboration
- Promote customer center mindset in product teams
- Eliminate bottlenecks

**When speaking with the CFO emphasize that it will maximize funding for digital business by:**

- Creating continuous, traceable alignment to business priorities
- Enabling flexibility for reallocation
- Reducing the burden on finance teams

When speaking to the managers of various departments emphasize that there will be increased alignment between the various departments and clear measurable goals that will be accomplished as a whole, while tied to benefits for the specific department as well.

## Four practical steps to garner support from the C-Suite to transition from project to product within an organization

1

### Get an executive sponsor to support the first “project”

Making organizational changes is not easy, however the process is much easier when there’s an executive sponsor to champion the idea.

One way to accomplish this, tied to our next point, is by starting with a project that will lead to results for a specific department within your organization.

Understanding why the shift is needed from output to outcome focused, they will only continue to support and garner support from other business leaders once results are realized for their specific business unit via the experiment.

2

### Begin with a limited scope

Pick one problem to solve for your business and start there, an experiment. While you can inform your organization of why transitioning to internal product management is a great approach, it’s more powerful to show them with tangible evidence.

Treat this work as an experiment because it’s just that, a process being followed and work being performed to demonstrate to your team how and why this works.

Once the results are realized for this experiment, the success can be used to garner further support from teams and other business leaders as you look for further business problems to tackle.

3

## Establish a dedicated Agile team

Rather than the traditional approach of having multiple members working on projects and constantly rotating, establish a dedicated Agile team that owns solving the business problem and crafting the right solution for this experiment.

Dedicated Agile teams lead to better structure, focus, and better product quality. Likewise, they constantly look for ways to improve their work processes.

With a product owner, Agile teams constantly ensure that the work is prioritized effectively and tied directly to business strategy.

4

## Display and celebrate outcomes

Make it known to your company that this experiment is underway.

During retrospectives, business meetings, show & tells, any opportunity you receive, remind team members about the business problem that your Agile team is working on solving, and current progress.

And once the solution is complete and results have been realized, constantly communicate the story to team members. If you have an executive sponsor it's imperative that they take part in this as well.

What business problem did you set out to solve for business users? Why? What approach did your team take? And what were the outcomes (feedback and metrics)?

This will only add to the fuel to get your organization as a whole to shift from output focused to outcome focused, with supporting evidence why this works.

# 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.

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