

This doc includes:

- The gist and nuances of what I feel made the meetup format engaging (my reply to Josh)
- The Slack message in the meet channel announcing the meetup
- The DM I sent to attendees
- The replies I got for that DM from the people that were happy to present their artifacts

The gist - Here's what we did (copy/paste from my message [here](#)):

- We were 15 people split up to two groups with 2 facilitators (Tal and I)
- DMd attendees a week or so before the meet, asking if they are willing to share and what they have to share. 6 said yes
- Made a list of who is willing to share and mapped the people using info from linkedin. This way when we split to groups we made sure there's diverse experience in each room
- Before going into groups - Started with short intro per person (current role/company, biggest challenge they are facing now). And short guidelines for the group session (goal is to learn, discussion oriented and less one-way, etc). This was 10-15 minutes
- Split to two groups - Each presenter connected their computer and presented their "work in progress" docs that touched roadmap or the strategic initiative that they are working on (scope of quarter and beyond). They spontaneously showed other artifacts as people asked questions and gave their insights.
- Questions were around why the artifact was formed, what's the current challenge with it, and general context for the industry they are in. As a facilitator, I let the discussion go to wherever the group took it, but from time to time asked a question that lightly directed the conversation deeper towards the current challenge of the PM presenting. Didn't have to actively do this a lot as the conversation went that way anyway most of the time
- Below are the questions Tal and I had in mind as we were facilitating. We didn't ask these directly. These were more a reference for the north star vibe that we wanted in the session :slightly_smiling_face:
- We tentatively capped it to 20-30 minutes per person. Tried to not cut the conversation short. We didn't get to all presenters as we were optimizing for engagement level
- At the end both groups gathered for 10 minutes to sum up the event

Questions that facilitators had in mind as the orientation for the vibe we wanted in the group session:

- What does this artifact optimize for?
 - Why are you approaching work in this way?
 - What's the ideal end game?
 - If someone looked at your activities on this and other work that you do towards roadmap work what would they say are your priorities?
- Does working on it fill you with energy or drain you of energy? Why?
 - Does the amount of energy invested in it match it's true importance? Why?
- What's the context for this artifact work?
 - What are your company's decision/discovery/delivery habits that you are taking into account in working on this artifact?

Points to convey in Slack message in meet channel:

- Limited to 15 people.
- Discussion will be in Hebrew.
 - This is a conversation and not a speaking event. We want language to not be a friction factor here in any way.
- No prep needed
 - The artifact you talk about is just to spark up a conversation using real life context. So don't prepare. Not everyone will present
- I'll ask for artifact examples but not mandatory to provide one
- Agenda and format

Slack message used in the meet channel ([link to message](#)):

TL;DR

- Date - February 19th, 18:00-20:30
- Location - Riverside's offices, 121 Hashmonaim St., Tel Aviv

- Capped at 15 attendees. **Session will be in Hebrew**
- Topic - Work that goes into roadmaps & their utilization
- Agenda - Gathering (please arrive on time), guidelines (10-15 min), group discussion (~90 min), wrap up (10-15 min)
- **Ask - Roadmaps in progress artifacts. Guy to DM attendees in prep for meetup**
- Come with a sharing mindset and consider bringing computer to share real work
- If unable to attend, remove attendance or let Tal and Guy know so others can attend
- Sign up link: <https://lu.ma/dmh9wq4c>

Hi all,

I'm excited to provide details for our upcoming product management meetup.

Please note, this meetup is limited to only 15 participants to create an intimate setting. Before you RSVP, **there is a small ask (in bold below)**, so keep reading.

The meetup will be conducted in Hebrew as it is a group discussion and not a lecture.

We hope the format of this meetup will offer a chance for product managers from different companies to connect, share ideas, and learn from each other.

The conversation will focus on the process behind creating roadmaps and how they are put to use. By using real examples as a starting point, we aim to have a rich conversation that can go in any direction the group decides.

Agenda and format:

- Gathering:
 - Start time: 6pm
 - Some attendees may arrive late, but please try to be on time as we are a small group.
- Guidelines (10-15 minutes):
 - Tal and Guy will go over guidelines for group discussion.
- Group discussion (~90 minutes):
 - The group will be split into two and Tal and Guy will facilitate each discussion.

- A product manager will show an artifact or 1-2 screenshots of it. Artifact would be the current “work in progress” roadmap that they are working on, or whatever the closest thing is to a reference roadmap that they have in their company (even if they weren’t the ones that created it). No need to prepare a presentation. We don’t expect you to talk more than 5-10 minutes before the groups’ questions cut you off :)
- The conversation will be freeform, covering topics such as the artifact's creation, purpose, and challenges.
- There may be time for 3-4 artifacts to be discussed in each group.
- Wrap up for both groups together (10-15 minutes)

I'll be reaching out via Slack DMs to ask for artifact examples from attendees, and go into more detail as to what those may be. But it's not mandatory to provide one.

- If you don't feel comfortable sharing or don't have anything to share, that's okay. No explanation required
- Come with the mindset of sharing your experiences as we want this to be a conversation
- Bring your computers, just in case you feel like showing something on the big screen that you wouldn't feel comfortable sending to Tal and I

If you can't make it to the meetup, please inform Tal and I as soon as possible or un-RSVP from the invitation. This will give someone on the waiting list the opportunity to attend.

Don't hesitate to contact us for any questions.

Looking forward to the meetup and discovering its value together 🔥

Link to sign up:: <https://lu.ma/dmh9wq4c>

DM to attendee to ask for stuff:

Hi [Name],

I hope this message finds you well. I am writing to ask for your help in gathering artifacts for our upcoming meetup. If it's more comfortable for you, feel free to respond in Hebrew.

As you may know, the topic of this meetup is roadmaps. I would appreciate it if you could share any materials that could serve as a good starting point for our discussion. Ideally, this should be something that you can speak about for 5 minutes and provide enough context for any questions that come up during the discussion.

- Could be a screenshot of a doc, presentation, Miro board, Monday board etc.
- Or the item itself

Artifact could represent:

- A roadmap/release plan from current/past company
- A snapshot of your current "work in progress" towards a roadmap. Or whatever reference you currently have

The above could be stuff you created or someone else in your company created.

Please let me know what kind of items you may have and if you're open to sharing them through my computer or yours. If it's the former, then it would be great if you could send them here. If it's the latter, then let me know in words what items you may have. We'd need to know who can share what so that we can split the groups in a productive way.

I understand that sharing information or artifacts may not be comfortable for everyone. If that's the case for you, it's completely okay.

I want to emphasize that I won't ask for an explanation or try to persuade you if you don't feel comfortable sharing.

This whole format is experimental. Let me know if you have questions or comments about this.

Here are some real examples from my current and past companies:

1. These two screenshots were part of a PPT about our roadmap for the enterprise segment

Relevant Strategy

- Unique offering and positioning
 - Enterprise grade
 - Leader in our category with regards to Security & Privacy
- Target strategic market
 - Fortune 500 companies
 - Industries that adhere to regulation (e.g. Financial, Health)

2. Backoffice security (problem & opportunity)

- Our customer facing organization and R&D consists of hundreds of employees
- Today, all employees have the same ability to access all 5000 users and make changes
- A disgruntled employee could cause serious damage
- Low chance of this happening but risk could be huge. And now that we've grown as a company in terms of company size then the risk becomes larger



Strategy:
"Enterprise Grade"/
Fortune 500 and
regulated industries



Business KPIs:
ARR
Churn



Journeys phases:
Prospect consideration
Setup and Admin



Journey KPI ([HEART](#)):
Time to decision n
Enterprises & mid-market
(Task Success)

2. This is a screenshot of a release plan for a mega-feature

	POC (Flow)	Phase I (Flow)	Phase II (Flow)	Phase III (Flow)	Phase IV ()	Phase V ()	Phase VI ()
Effort	2 sprints	3 sprints	3 sprints			3 sprints	
ETA	Oct 19th (Non-Prod Env.)	Nov 20th	Jan 2017	Feb/Mar 2017	Apr/May 2017	Jun/Jul 2017	
Content	- Flow - All step types - Basic features	- Flow "Go live" abilities - Stabilize (Sprint)	- Heavy effort features - Product tweaks (Sprint)	- Residual flow features - Product tweaks (Sprint)	UI redesign	- Container - Relevant apps - Segmentation (Container)	- Full roll-out support - Roll-out modes - Stabilize - Product tweaks
Audience Internal	- Functionality Testing: 2-3 people from each customer facing role (CS, PS, Training, Support & PSQA) - Usability Testing (fully controlled 1 hour sessions with few users)	- Support - Training - Relevant PSs/CSs	Customer facing organization	Customer facing organization	TBD	2-3 people from each customer facing role	TBD
Audience External	Usability Testing (fully controlled 1 hour sessions with few users)	3-4 clients that represent 70% of implementations () - Few clients without intention to Publish ()	TBD	TBD	TBD	- Cherry picked - New clients - Existing clients	TBD
Purpose	- Flow - Controlled usability testing - Functional testing (bugs etc.) - General feedback	Flow - Litmus test: - Internally, manually convert WTs to BFs - Gradually archive WTs and publish BFs - Handover to client	Cover functionality for most existing clients	Cover functionality for all existing clients	- Litmus Test - TBD	- Initial usability testing - Decide on roll-out modes for Phase IV	- Litmus Test TBD - Decide which client attributes to target at launch () - Decide on WT deprecation strategy

3. This is very initial "work in progress" doc of a roadmap for a product. It's just the brainstorming phase

Opportunities brainstorming

Ignore the below, most updated opportunities and solutions [are on Monday](#)

Funnel	Hypothesis	Solutions
Eligible Employee -> Juno member	Employee not aware about LXP	Monthly/Quarterly email for employees not signup with reminder they have unused budget or free content
	Leverage managers to increase signups of IC's	Communicate with managers about interesting content that was recently launched that can be relevant to their teams
Juno Member -> LXP catalog visit	Home screen is not clear on what LXP is	Improve home screen to show actual course that is relevant for that user
	Some users rarely visit homepage	Add other entry points to the catalog (for example adding in my development)
	User is not aware that has budget	Show budget to the user in the home screen
	User is not aware of LXP	LXP marketing email if the user does not engage with it in the first month?
LXP catalog visit -> Content visit	Search algorithm does not show the breadth of content	Refine search algorithm to prioritize content from multiple providers
	Hard to differentiate between courses / too many options to choose	Add badge on "Most selected course" Make filters more visible as floating (at least the most important like type of content)
	Hard to know what skill I need to improve	Test more browse units, personalized to the role (eg. most popular courses for product managers")

Replies to the above DM from people willing to share. All presenters connected with their computer in the session:

Attendee 1

Hi Guy, nice to e-meet you 😊

I can share with you and the guys how we define OKR and the roadmap for a year/quarter.

I can send you here few screenshots and show a miro board with a laptop if it's okay.

1. This is actually the way we built a product strategy and defined the goals for the next quarter/year for each department
2. That's a few examples of product vision of a famous companies and a script "How define a product vision"
3. That's an example for OKR's for different departments and according to this we build a detailed roadmap for each team.

Let me know what you think

Attendee 2

So I have an idea for something that might be interesting.

When communicating long term plans, I usually start with some quarterly/yearly product vision document. This usually contains a story explaining how a hypothetical customer might use our product once we finish the quarter/year, and a specific breakdown on each of the underlying features we're going to build.

I found it useful as it gives my team (engineers and designers) a concrete example of how our product is going to look like.

Do you think this is something that'll be relevant to share?

Attendee 3

Hey Guy, thanks for getting this off the ground!

I think I might bring a slightly different POV. Most of my work has been 0-1 in B2C, so my roadmaps have been experimental and short term, since we're doing discovery as we're building stuff. Instead of a feature roadmap, I could present an experimentation roadmap, with off-ramps based on experiment results. How does that sound?

Attendee 4

Hi guys,

I can share the following, however I prefer to show the actual thing and not send it beforehand:

- Airtable strategic roadmap
- Airtable app requests (kinda like the app/client roadmap including the small items such as UX improvement, prioritized)
- Our Q1 Timelines (which I hate...)

I think these are the most relevant for the meetup topic

Attendee 5

Hi guys, I don't really keep a roadmap but more of a high-level planning doc. I don't mind sharing it from my computer.

Attendee 6

Hi, I'd be happy to present two documents that we have used over the last year or so to design and implement our new eCommerce solution. I prefer to present from my computer