

ALIGNMENT TIPS

Product + CEO / Board of Directors

To gain the trust of their CEO and secure necessary resources or investments for their strategy, product leaders should effectively convey their product vision, strategy, and roadmap in a way that aligns with the company's overarching goals. It is essential to prioritize timely execution of the roadmap and fulfill commitments, as any delays can negatively affect business performance and disrupt projected outcomes.



- ♦ **Present the business case** for product investments and prioritize resources to achieve the most impact.
- ♦ **Be transparent about the progress and performance of products.** Regularly speak the language of the business and articulate the ROI and impact of products in a clear and concise manner.
- ♦ **Actively seek feedback and input from the CEO and board of directors,** incorporating their perspectives and insights into the product strategy and roadmap. This helps to build trust and credibility with key stakeholders and ensures that the product is aligned with the company's overall vision and direction.
- ♦ **Proactively manage risk** and be prepared to pivot the product strategy and roadmap if market or competitive conditions change. This requires a willingness to take calculated risks and make bold decisions when necessary, while still maintaining a focus on delivering value to customers and achieving business outcomes.

PARTNER BENEFIT:

Working closely with the product team can help a CEO and a board of directors ensure the product strategy delivers on the corporate strategy, meet customer needs with mission-critical products, capitalize on market trends, and drive innovation.



Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here:

[Achieving Product-GTM Alignment](#)

Get the eBook