New ProductPlan Features Will Elevate Your Product Strategy

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The seasons are changing, and ProductPlan is too! Our team is actively committed to continuous innovation and improvement, and this fall is no exception. The ProductPlan Fall Release celebrates powerful new features within our Strategy Module that will elevate your product strategy.

At ProductPlan, we see strategy as the core of the product life cycle. We're the only vendor in the market that's fundamentally rooted in strategy, and we encourage our clients to adopt our strategy-centric mindset. Our new features are intentionally designed to provide your team and stakeholders with a seamless product experience, communication capabilities, and strategic alignment.

New Feature: Cascading OKRs

[OKRs](#) are a key piece of ProductPlan's Strategy component, as they allow product teams and leaders to plan and measure their progress toward objectives in a centralized platform. One challenge that many growing organizations face is maintaining alignment between high-level objectives and the specific goals of individual teams. Without the ability to cascade OKRs – more simply, to connect child to parent objectives – it can be difficult for leaders to ensure that all teams are working towards the same overall company goals. This misalignment can lead to business inefficiencies and missed targets.

[Cascading OKRs](#) are now available to ProductPlan users! We're confident this feature will benefit all levels of your business.

Benefits to Leaders & Stakeholders

- **Strategic Alignment:** The ability to confirm that all teams are working towards the same company-wide objectives leads to better coordination and, ultimately, achievement of key results.
- **Improved Transparency:** Leaders gain clear visibility into how each team's objectives contribute to the overall company strategy, enhancing their understanding and awareness.
- **Enhanced Accountability:** With clear links between team objectives and company-wide goals, leaders can more easily track progress and hold teams accountable for their contributions.

Benefits to End Users

- **Clear Direction:** Teams and individuals can clearly see how their specific objectives tie into the broader organizational goals, improving understanding of their roles and responsibilities.
- **Increased Motivation:** Team members are more likely to stay motivated when they understand the impact of their work on your company's success.
- **Simplified Planning:** With Cascading OKRs, teams can easily plan their product and objectives according to company priorities.
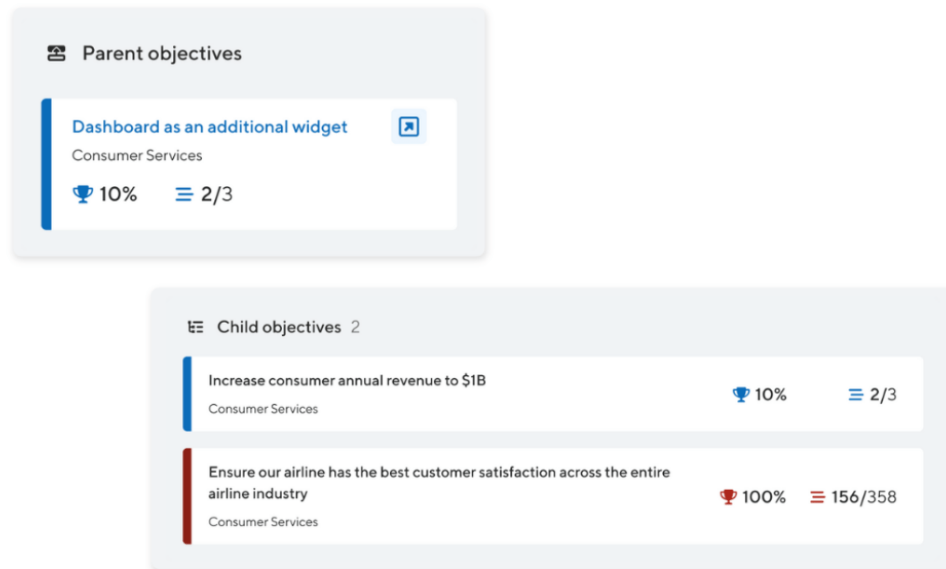
New Feature: Strategic Portfolio

ProductPlan users have requested a portfolio view of multiple roadmaps that clearly displays different teams' objectives and progress. We are happy to respond to this [feedback](#) and deliver the Strategic Portfolio feature! Portfolio view provides an uncluttered visual of all levels of activity within an organization, so team members and leaders can more easily understand each team's contributions toward core business objectives. Users can also enjoy flexible views, choosing to display opportunities and objectives beside their corresponding teams and change the units and duration of the timeline. For all levels of your organization, Strategic Portfolio displays critical information for easy consumption and communication.

Benefits to Leaders & Stakeholders

- **Improved Strategic Insights & Planning:** Strategic portfolio helps leaders and stakeholders understand what work is being done toward company-wide objectives, without getting bogged down by unnecessary details. Leaders can also measure teams' contributions toward goals, prevent duplicate efforts, and identify gaps in strategic planning.

- **Cleaner Visuals:** The portfolio layout organizes information in a simple and organized format for stakeholders to understand and share with others.

Benefits to End Users

- **Efficient Visualization:** Product managers can use Strategic Portfolio to filter objectives by team and view how their team's work aligns with company goals. These insights provide teams with greater context and direction.
- **Improved Communication:** With the ability to view work and objectives in a big-picture format, users can more easily communicate the "why" behind certain initiatives.
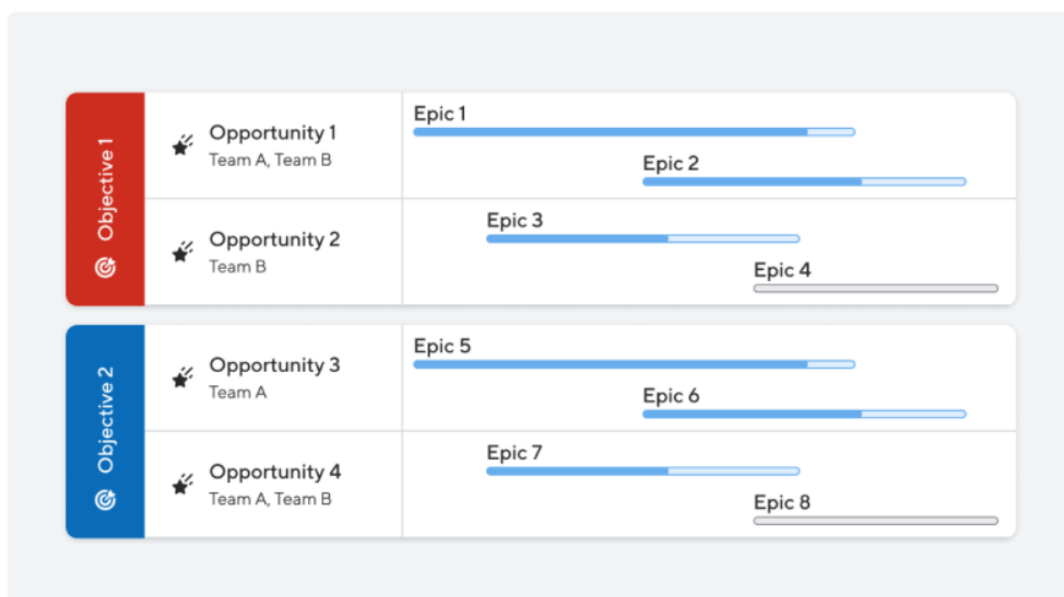
Elevate Your Product Strategy

With the addition of features like Cascading OKRs and Strategic Portfolio, ProductPlan is a stronger solution than ever for your enterprise's product strategy roadblocks. We understand the difficulty of aligning multiple teams' individual objectives with company objectives, and how detrimental misalignment can be to your product lifecycle. Additionally, we know that it can be equally challenging to communicate objectives and progress across

an organization in a transparent manner. Our Fall Release solves for these challenges by providing greater visibility into team's objectives, connecting those objectives to larger company objectives, and presenting the full picture via Strategic Portfolio. We're excited for your business to implement these new features and elevate your product strategy!

Invitation: Fall Webinars

Want to see our upgraded platform in action? We're hosting three webinars surrounding our Fall Release. and you're invited! Different ProductPlan team members will lead each conversation, highlighting our new features and best practices. Our team is ready to share their expertise and answer your questions! [Sign up for one or all webinars](#) to optimize your product strategy this fall.