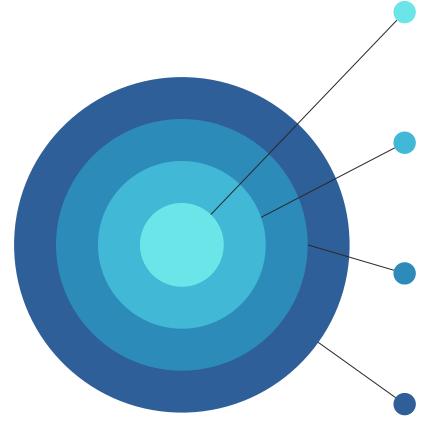


# **Product Vision, Strategy, Goals, Roadmap**



#### Vision (Why)

How do you motivate your teams to wake up every morning and go to work?

## **Strategy (Where & How)**

Where are you going to play? How are you going to win? What bets do you make? What's unique about it?

# **Objectives (What)**

What are you trying to achieve? Why does it matter? What does success looks like (key results)?

### Roadmap (So What & When)

Which objectives are you going to tackle? How will it affect your customers and the business? What will be the outcomes?

More: Product Vision vs Strategy vs Goals vs Roadmap: The Advanced Edition