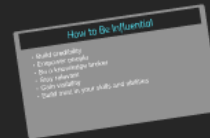
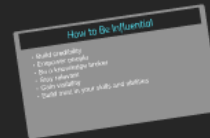


Communicating to the Rest of the Company



Communicating to the Rest of the Company



Rallying the Troops

- Influence stakeholders, decision makers and employees performing the work
 - Customer Service, Operations, Marketing, Executives, Sales
- Integrate multiple departments to achieve a single goal
- Build momentum and attention on the product

How to Be Influential

- Build credibility
- Empower people
- Be a knowledge broker
- Stay relevant
- Gain visibility
- Build trust in your skills and abilities

How to Evangelize Your Product Internally

- Build product awareness
- Get buy in into the product and product vision
- Clear focus on the product's success
- Articulate the vision clearly
- Tell a story
- Tell them why they should care
- Hold regular meetings and presentations
- Communicate new findings, product updates
- Reiterate vision
- Be a champion for your team

Communicating to the Rest of the Company

