Amplify agility beyond product management

You launched agile practices in product management and saw improved productivity and innovation. Your peers and employees are more engaged. And your customers have realized more value. Now you want to extend a product-centric approach to other parts of the company, such as IT operations, sales, or marketing. How do you, as a member of the product team, influence a product centric mindset to other departments?

Great product managers align teams, programs, and portfolios across the enterprise.

6 tips to amplify agility and inspire the rest of your organization

Keep your true north

- Don't lose sight of what makes your product a success
- Help analyze the market, competition, and customers
- Link product features to your buyer personas and their challenges
- Create a community of partners and customers to stay on top of market dynamics and customer needs
- Set a clear vision for the product that everyone can vocalize

Promote methodologies that lead to agility in the wider organization

- Have other teams join your big-room planning
- Invite guests to participate in demos and evaluate features
- Inspect features and products together and ask for feedback

Over communicate the "why" behind the work

- Share your strategy canvas with other departments
- Link strategy to execution and answer the question, "why are we building this?"
- Share customer stories with other departments

Prioritize backlogs together

- Re-evaluate whether you are working on the most important things
- Force-rank backlog items
- Bring other teams in to weigh in on the conversation
- Create a roadmap of priorities and share with everyone

Align non-product teams with your product teams

- Increase collaboration and drive better decisions
- Try using story maps to help with collaboration
- Align work items together across different backlogs
- Continue to invite non-product teams to your planning sessions

Help product commercialization

- Collaborate with sales and marketing for a successful launch and post-launch support
- Share product launch goals with sales and marketing
- Work closely with marketing to create customer artifacts
- Support sales and services

Want to learn more?

Product teams leverage Jira Align to build what matters most to their customers.
Watch our webinar on product management and agility.

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