

The background of the image is a dark, atmospheric landscape. A two-lane road with white dashed lines curves from the bottom center towards the horizon. The road is flanked by dark, scrubby vegetation. In the distance, there are dark, silhouetted mountains. The sky is filled with heavy, dark clouds, with some light breaking through near the horizon, creating a dramatic and moody scene.

WHY YOU SHOULD

**GIVE AWAY YOUR
ROADMAP**

Letting Go



As Product leaders, we know that creating good roadmaps is hard work. They require a lot of research, collaboration, and compromise.

For this reason, we can become very attached to our creations.

And yet, if we actually want our roadmaps to become real,
We have to give them away.

Here's why.

Context: Collaborative Goals

In an ideal world, our roadmaps are created in collaboration with Engineering. This ensures product plans align with team capacity for the next few months.



The Bigger Picture

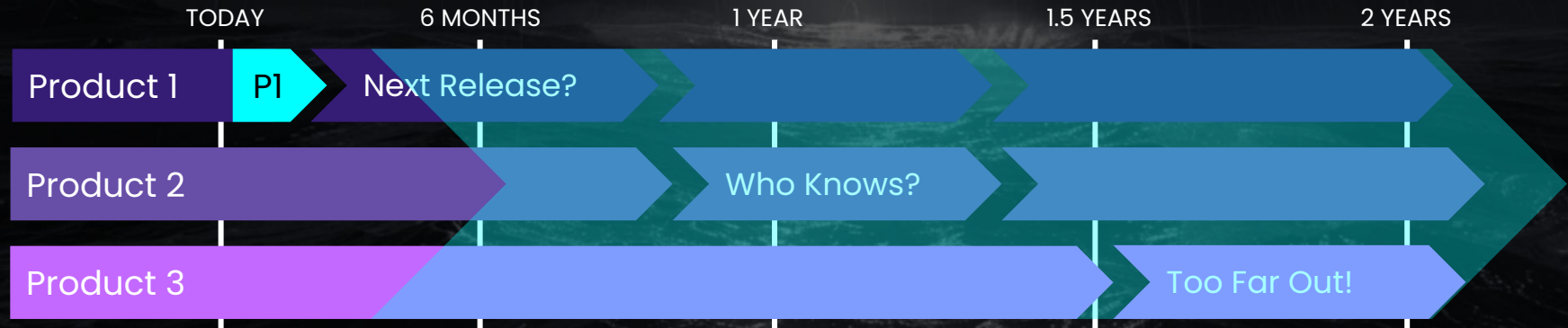
However, longer-term roadmaps are often required to plan ahead. These “big picture” roadmaps are often measured in quarters, or even years.



The Disconnect

Engineering teams can't – and shouldn't – plan that many years out. As a result, they tend to disengage from long-term roadmap discussions.

This often happens unintentionally, as more pressing concerns fill their time. Over time, the roadmap then becomes disconnected from team capacity.



Estimates Become Expectations

Long-term roadmaps being low-fidelity isn't inherently problematic. Precisely planning that far out would be difficult, and a poor use of time.

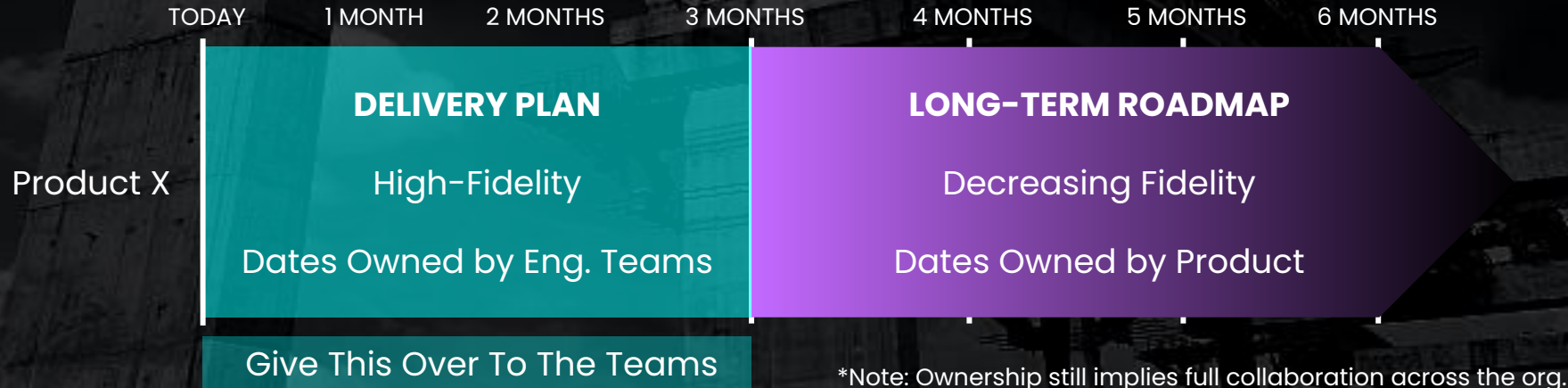
The challenge is that far-out placeholder dates stick in people's minds. Wild guesses and estimates, often repeated, become expectations.

This is problematic for stakeholders, who begin counting on those dates. It is challenging for Engineering too, who are then held to those dates.

Rebuilding Trust

To fix this and make the long-term roadmap significantly more reliable,
We need to give Engineering ownership in its upkeep.

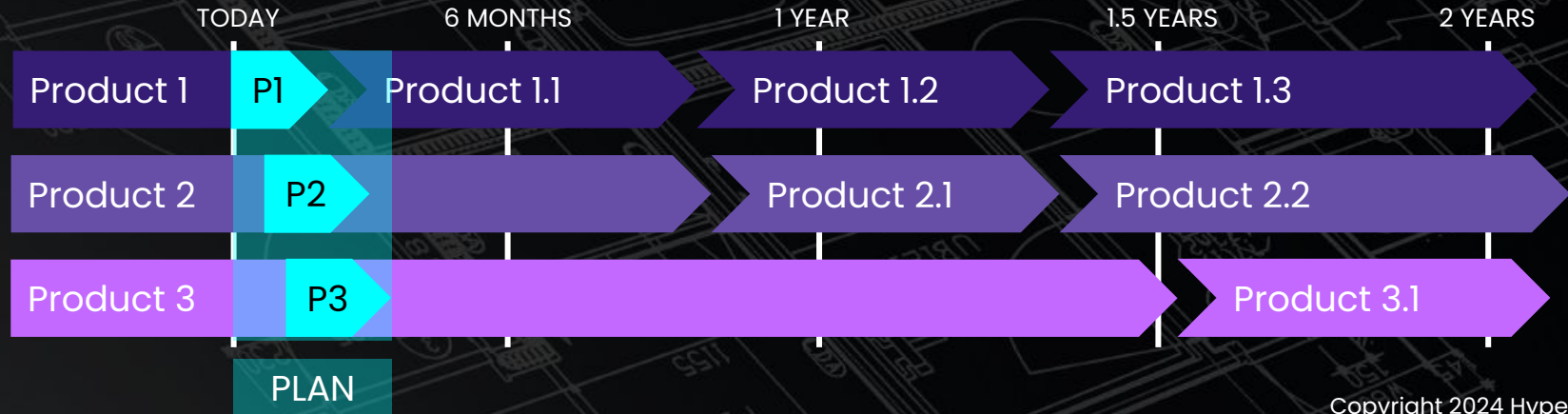
This can be achieved by converting the first 3 months of the roadmap
into a high-fidelity “Delivery Plan”, owned by the actual teams doing the work.



The Delivery Plan

The Delivery Plan always covers the next 3 full months of the roadmap. Engineering teams own mapping priorities to actual capacity in that window.

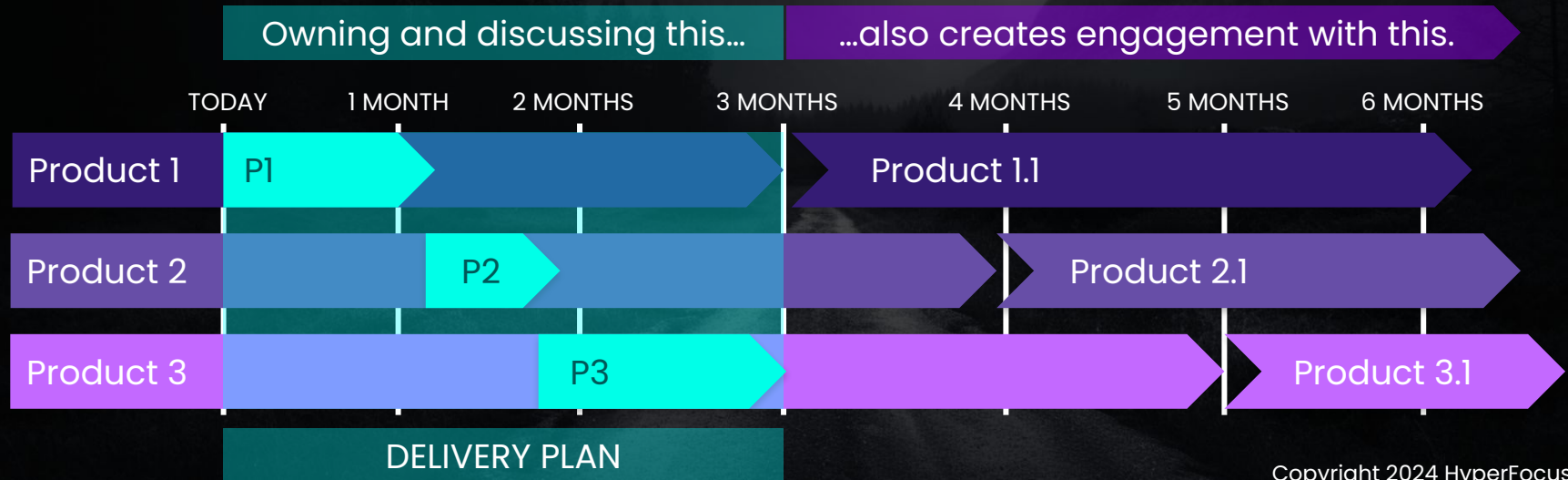
This means that only dates created by the delivery team are shared here. The value of the Delivery Plan is in the ownership it creates for the teams.



Better Now... And Later

Delivery Plan ownership also engages teams with the long-term roadmap. It keeps Product and Engineering connected, increasing the plan's reliability.

It enables the business to identify issues and course-correct much earlier.



Nothing To Lose

Giving away the first three months of our roadmaps isn't easy. Saying "that's not mine anymore" can seem quite strange, especially at first.

Yet this approach unlocks tremendous outcomes:

- It increases roadmap reliability and builds trust.
- It creates advance visibility into release date issues.
- It boosts team morale.

Is your org is having challenges executing on your long-term roadmap?

Try using a Delivery Plan.
It's incredibly effective.

Questions?

If you have questions,
Or would like help implementing this in your org,
Contact me for a free discovery session:
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Or text: (714)932-6220