

## Action Guide

TEI 316: Tools CPOs Use  
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### Application Questions

1. Whether or not you're a CPO, what are your primary responsibilities? Do you have a role in defining the product strategy? What about defining user experience strategy or digging into data?
2. What tools that Anup shared (roadmaps, metrics, OKRs) are you currently using? Which would you like to learn more about?
3. How strongly are your product goals connected with your organization's overall strategy?
4. What can you ask your CPO that would help you better accomplish your work?



### Actions to Take

#### What to Do Now

- Remember the importance of product advocacy, within your organization and to customers.
- Focus on key metrics like adoption, Net Promoter Score, and revenue.

#### What to Do Soon

- When creating a roadmap, start with the big picture goal of your organization; then work down to individual product ideas.
- Consider using Objectives and Key Results (OKRs) using the bottom-up alignment strategy Anup shared.