

## Action Guide

### 383: Working better with your CTO for innovation

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## Application Questions

1. Do you have a CTO in your organization? What is his or her role like? If not, do you have anyone else who is the focal point of innovation?
2. What does *now*, *next*, and *after next* look like for your business? Who manages these areas?
3. How does collaboration between product management, engineering, and leadership work at your organization? Is there positive tension or is the relationship adversarial?



## Actions to Take

### What to Do Now

- If you're not already working closely with your CTO (or similar role) and engineering, get to know your CTO and engineers.
- Think about how your focus on the *next* in product management interacts with engineering's focus on *now* and the CTO's focus on *after*.

### What to Do Soon

- Get customers involved early in the development cycle. When you talk to customers, have engineers join.
- Work in tandem with your CTO and engineering department to solve problems together.