

Action Guide

417: Using roadmaps with OKRs

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Application Questions

1. What is your current process for creating product roadmaps?
2. What challenges have you faced in creating roadmaps?
3. What would you like to change or improve in your process for creating roadmaps?



Actions to Take

What to Do Now

- Determine if your organization is small enough to use product-based roadmaps or is larger and needs to use outcome-based roadmaps.
- Understand the product strategy narratives that are being used in your company, or if there aren't any, consider how you could write them.

What to Do Soon

- Use a four-layer process for roadmapping with OKRs:
 1. Identify a few North Star metrics.
 2. Think about what the product needs to do over the next year.
 3. Think about what to do this quarter and what leading indicators you can measure that will tell you you're driving the product mission.
 4. Create your roadmap of loosely held ideas, experiments, and features.
- Choose appropriate metrics and have a pre-mortem to discuss what will happen if you do or don't hit those metrics.