Thank you for attending the June MESA Monthly Member Meeting (4M) recently. Thank you to **Clare Forestier,** Corporate Event Host, Media & Public Speaking Trainer - **Clare Forestier Event Host**, **MESA Individual Member**, for the MESA Pledge reading. Our session included 5 valuable snippets in 5 minutes **"5 Quotes to get me through the day"** from **Richard John**, COO of **Realise.Me**, **MESA Member**:

1. "There is no failure only feedback"
2. "A great teacher shows you where to look, not what to see"
3. "Comparison is the thief of happiness"
4. "Life is a great big canvas, and you should throw all the paint on it you can"
5. "You miss 100% of the shots you don't take"

1. How often to you get involved in your company's product development and contribute for new ideas? (Tick One) (Single Choice) *
21/21 (100%) answered

- Often, we have a process set up and I regularly contribute   (16/21) 76%

- I contribute occasionally, but there is no formal process   (3/21) 14%

- I have ideas but there is no process to share these, or I am not sure when and how   (1/21) 5%

- Almost never – I wouldn't know how to   (1/21) 5%

Definition of a roadmap: A strategic process outlining the actions, steps and resources needed to take the initiative of a product from vision to reality, communicating the why and the what of the product from concept to the market, including its future development and improvements. It is a crucial process that involves setting goals and creating a timeframe for the development of a product and requires the ability to adapt to changing market changes and customer needs.

Overall
- It is a clear vision of where you want to go for the next year or few years, and being able to adapt and make changes as market trends evolve, as well as managing expectations
- It can have a broad structure – but leave enough room for flexibility and customer input etc
- Keep focussed and manage expectations – time management is important
- You can't say YES to everything – only say yes when it's really needed – otherwise you go into a world of chaos with no priority. A development team should have a clear idea of what is next – a managed chaos
- Sometimes it's good to slow down and say 'NO' – clients can appreciate this particularly if they are the spokesperson for their company – you can always say you will review it next quarter (most likely it is not needed by then) – it comes with experience to be able to say 'no' and takes confidence to say 'no'
- You can compromise and build something to suit multiple clients
- Presenting /sharing the roadmap, with a focus on listening to feedback, allowing for flexibility, is essential for success
- There is a balance between autocracy and democracy in decision-making, with a consideration of company values, trust, expertise, and collaboration to be looked at
- Urgency fees (yes or no) and creating a product council for compromise and alignment among stakeholders, leaders, teams, agents, and end-users is important
- Viability and profitability are crucial -keep the company's values in mind – the roadmap should always contribute toward the company's values and overall goals - The roadmap should answer the 'why' and 'what' of the product
- Key projects should be identified and prioritised through up-voting and measurable criteria
- A project template can be used to provide structure

Questions to ask
- It can constantly evolve – you need to look at 'does it help us on our step to achieve overall goals?'
- Is it innovative or an advancement of what you have?
- Is it for client retention (are customers leaving because you don't, have it?) – Does it need to be done?
- If you have a strong roadmap in place, you can simply show that to people to remind them and re-focus (is the new development more important that what is on the roadmap to pause a project?)

EOS Method
- 90-day EOS (Entrepreneurial Operating System) rhythm – See **Workplace & Efficiency – MESA Blog – Nia Alexieva, Conference Compass.** Development teams can show what they've developed and show progress – the rhythm of constant collaboration and communication between internal and external teams is crucial. You can wrap up at the end of the quarter what's completed and not done - You can also do an annual process on top for the longer-term perspective

1. How will you help drive roadmapping for product development in your company? (Tick One) (Single Choice) *

16/16 (100%) answered

- I will help create a formal process for us all to contribute (10/16) 63%

- I will offer more feedback to the product development team myself (4/16) 25%

- I will involve our customers more when creating our roadmap (0/16) 0%

- Nothing, I won't be involved in roadmapping (2/16) 13%

TOP 10 KEYS TO ROADMAPPING FOR PRODUCT DEVELOPMENT:

1. **Goals** – Set clearly defined goals for product development
2. **Set tasks** – Make sure your team is aware of their individual responsibilities
3. **Monitor** – Frequently review to make sure your roadmap is viable and stays on course
4. **Adjust** – You can't say yes to everything! When needed change priorities for new realities
5. **Template** – Start with a product development roadmap template to include the short-term steps
6. **Brainstorming** - New product ideas need to be brainstormed with group input and agreement
7. **Idea Analysis** – Using market data and research to analyse further
8. **Concept** – Team agrees idea into a concept
9. **Prototyping** – Developing a simulated model of the product for user feedback
10. **Product Development** – Gathering evidence of viability – begin product development

Additional Information
https://www.productplan.com/learn/what-is-a-product-roadmap/
https://www.productplan.com/learn/product-development-roadmap/
https://www.atlassian.com/agile/product-management/product-roadmaps
https://blog.hubspot.com/the-hustle/product-roadmap
LinkedIn – Smart Rocks – Empowering Businesses with EOS
Square2Marketing - EOS
Workplace & Efficiency – MESA Blog – Nia Alexieva, Conference Compass
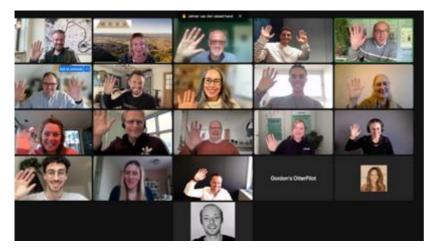**EOS – Leading in a 90-day world**

Please **complete our short post survey** to let us know what you thought about the event!
Thank you to our speakers:

Moderator	**Franco de la Croix-Vaubois**, Founder & CEO of **Frog Events**, MESA Member
Panelists:	**Jelmer van Ast, CEO of Conference Compass**, MESA Patron Member
	Will Custard, Product Director of **CrowdComms**, **MESA Patron Member**
	Samy Aziz, Product Ownder of **idloom**, **MESA Patron Member**
	Sean Barnard, Managing Director of **Involved Events**, **MESA Member**

NEXT MEETING:
MESA MONTHLY MEMBER MEETING (4M) 1400 GMT / 1500 CET:
Tuesday 21st November Leadership: How to build effective teams through the power of neuroscience

We look forward to seeing you there!

MESA 2023 Events page
MESA MONTHLY MEMBER MEETINGS (4M's)
MESA 2024 Events page

Remember: You are in the MESA Community Platform (Intranet wall)
- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

Please connect to our LinkedIn page   Thank you, MESA MEMBERS!