

# Strengthening Company Alignment

Neha Batra, @nerdneha (she/her)



# The Alignment Loops

and how you fit in



# Company (p)layers

Stakeholders

Team



# Company (p)layers

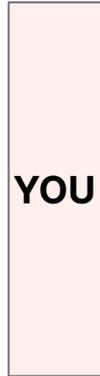
~~Stakeholders~~  
Leadership Team

Team



# Company (p)layers

Leadership Team



Team



# Company (p)layers

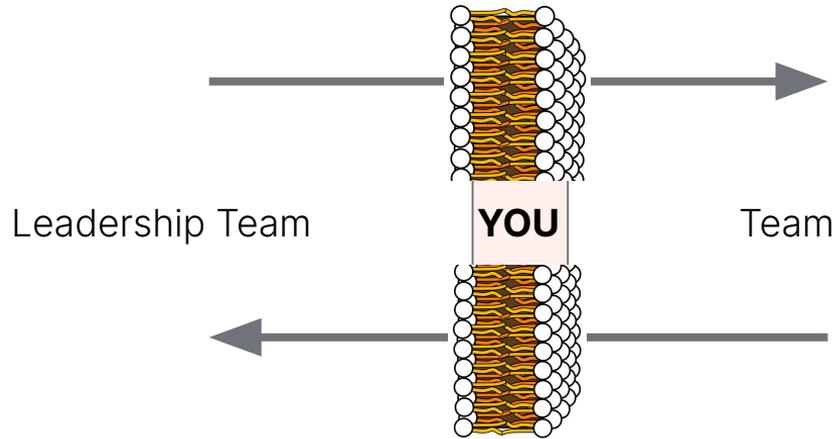
Leadership Team



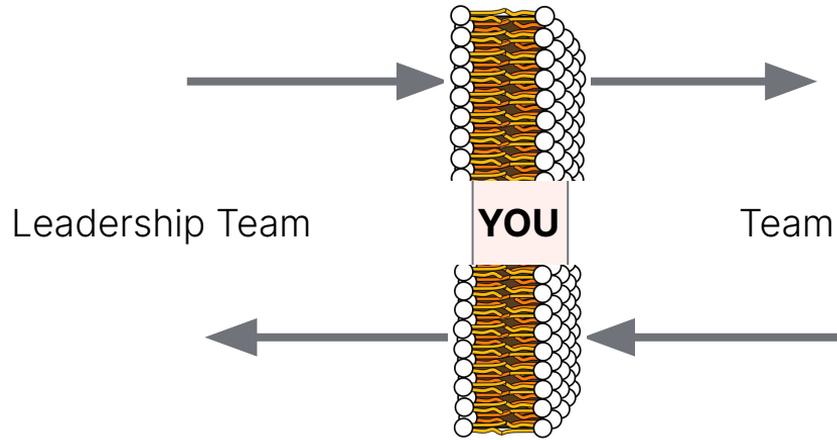
Team



# Company (p)layers

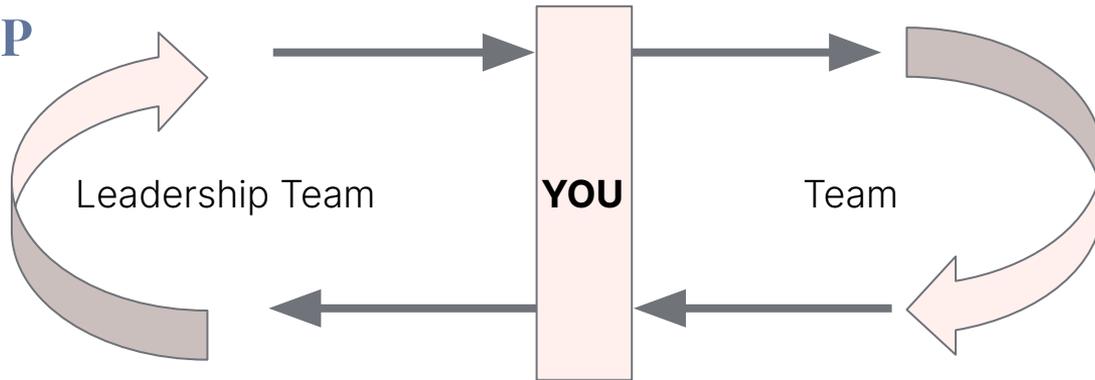


# Company (p)layers



# Alignment Loops

## PRODUCT LOOP

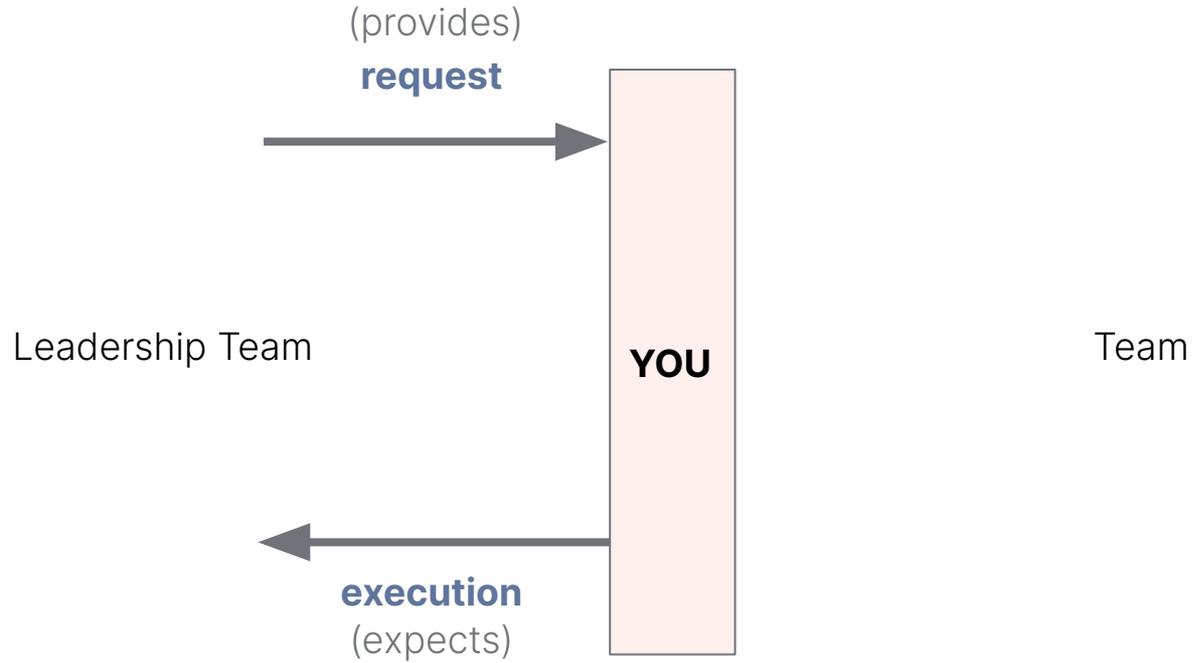


# The Product Loop

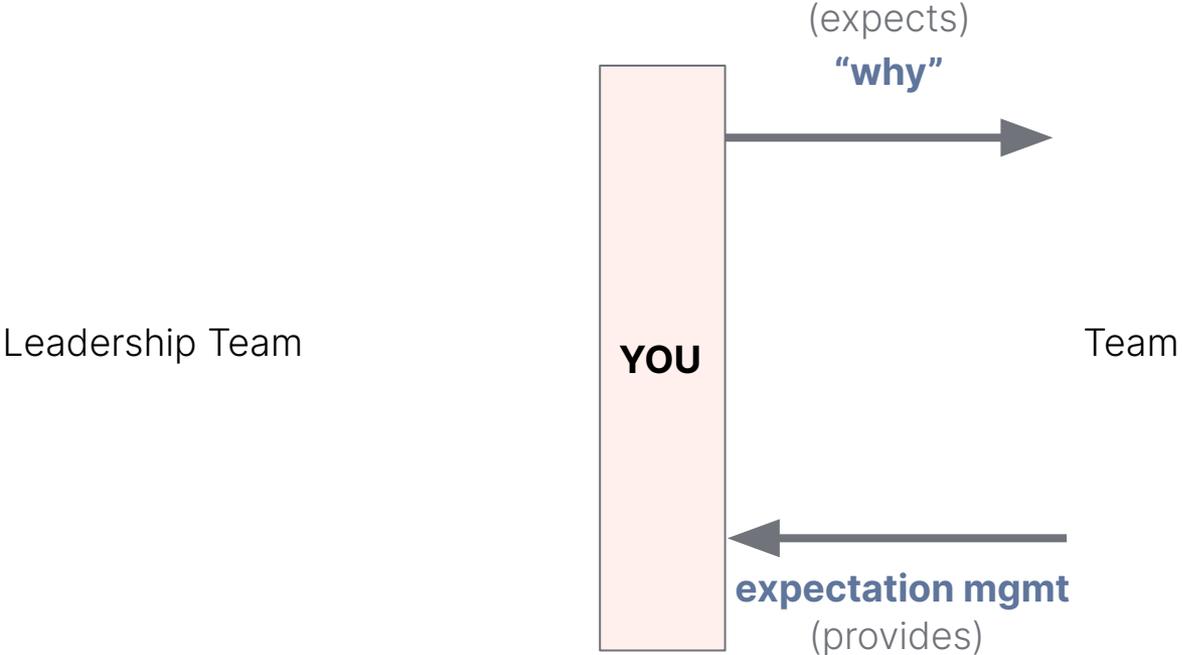
and why there's tension



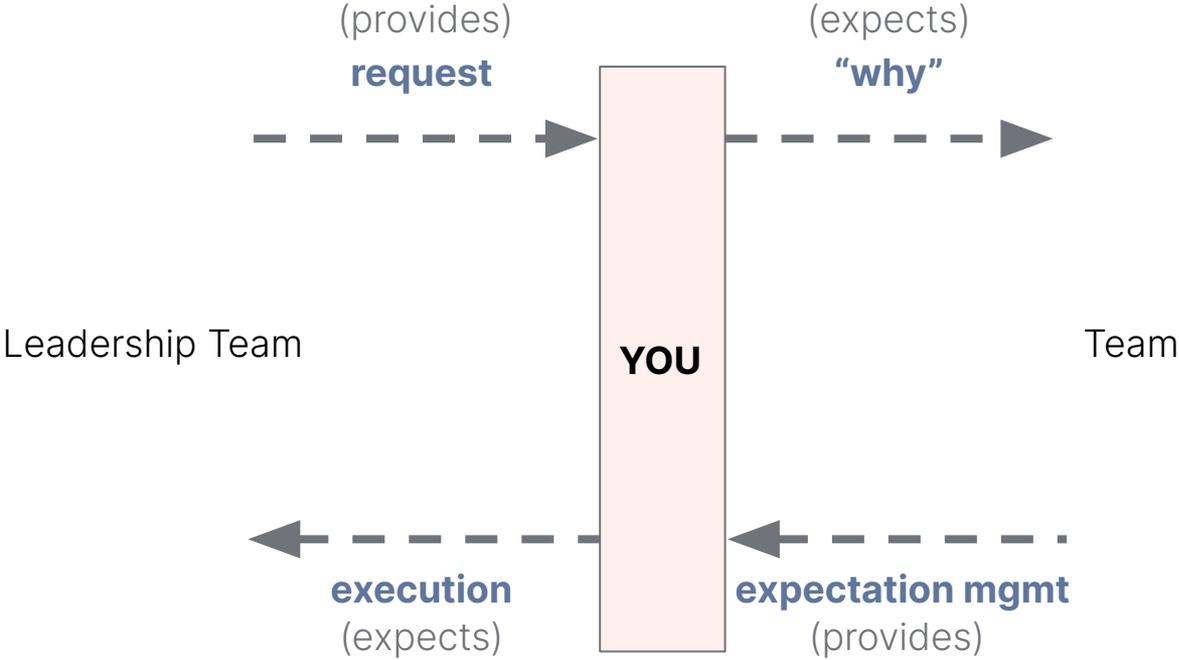
# Product Loop: passive flow



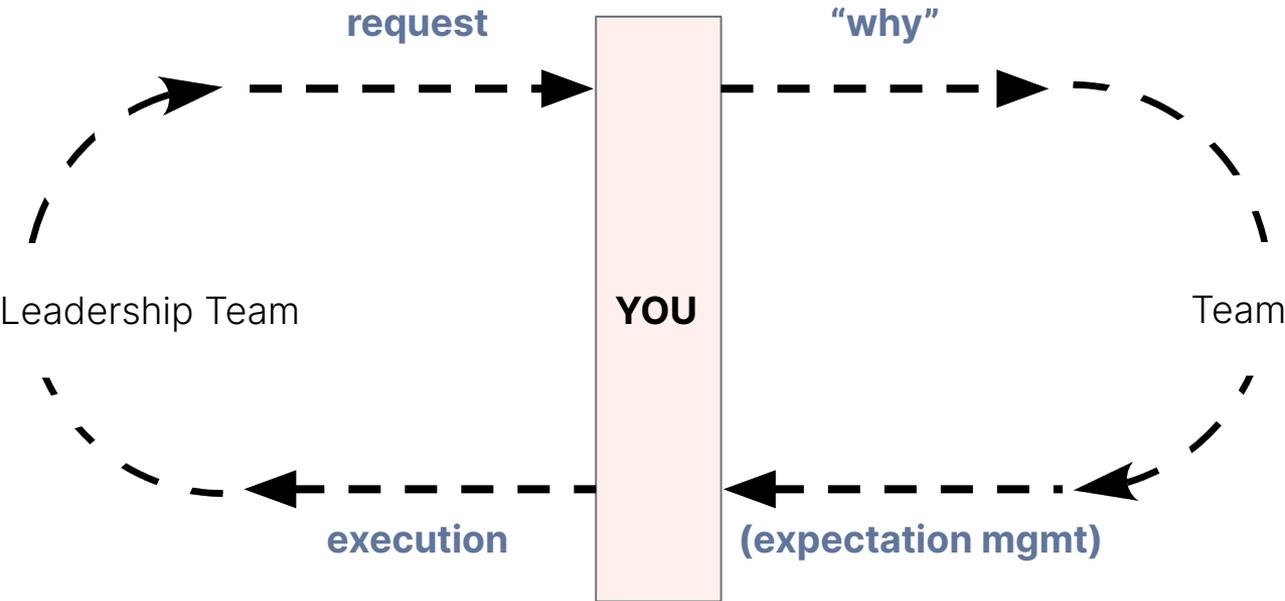
# Product Loop: passive flow



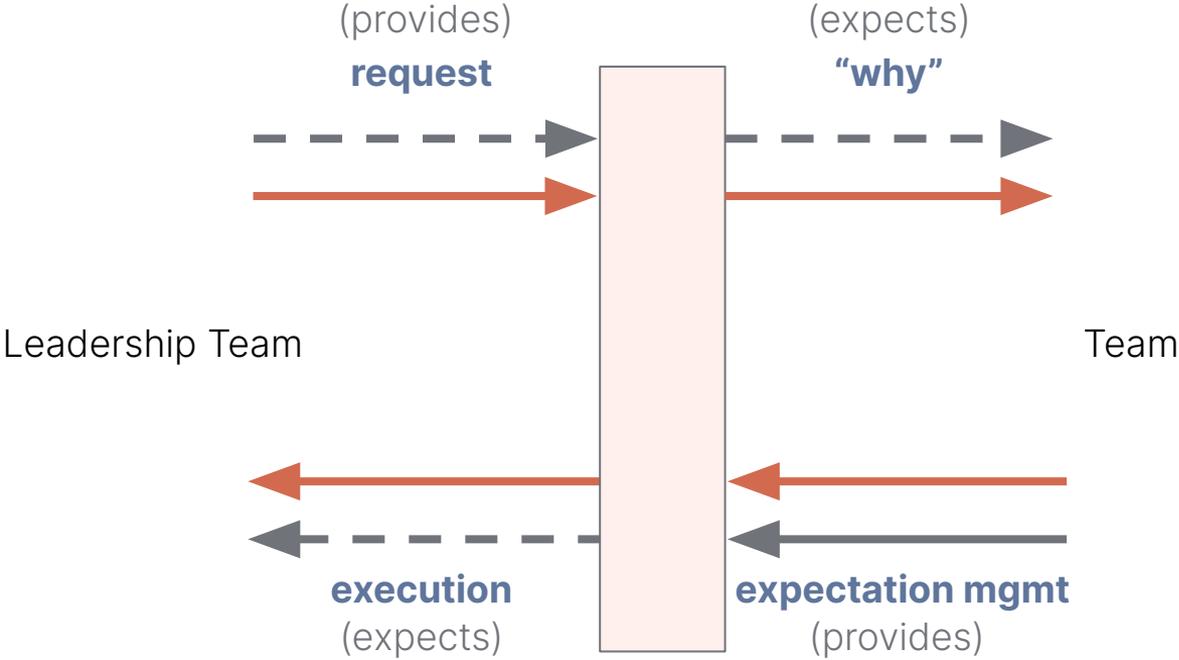
# Product Loop: passive flow



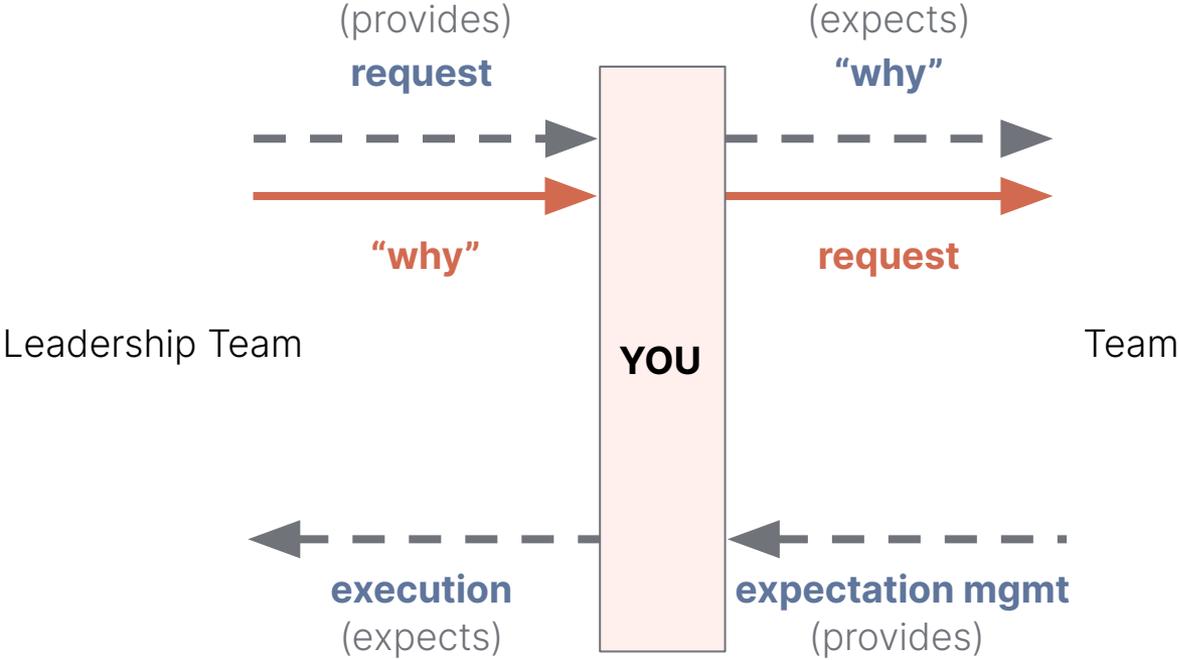
# Product Loop: passive flow



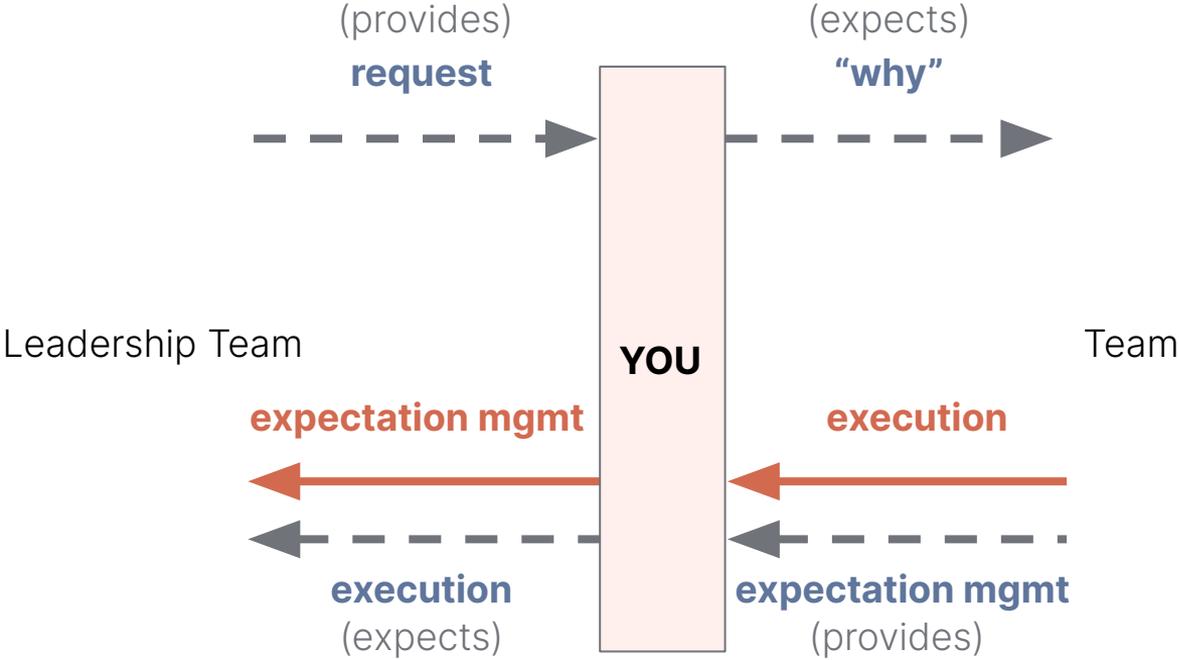
# Product Loop: work with the current



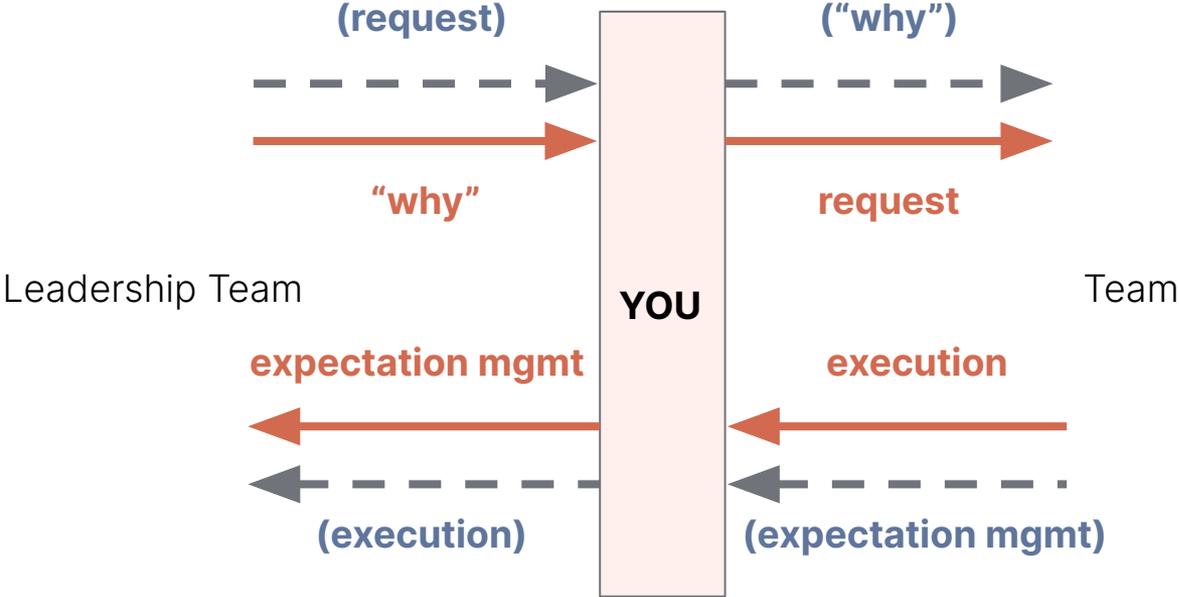
# Product Loop: active flow



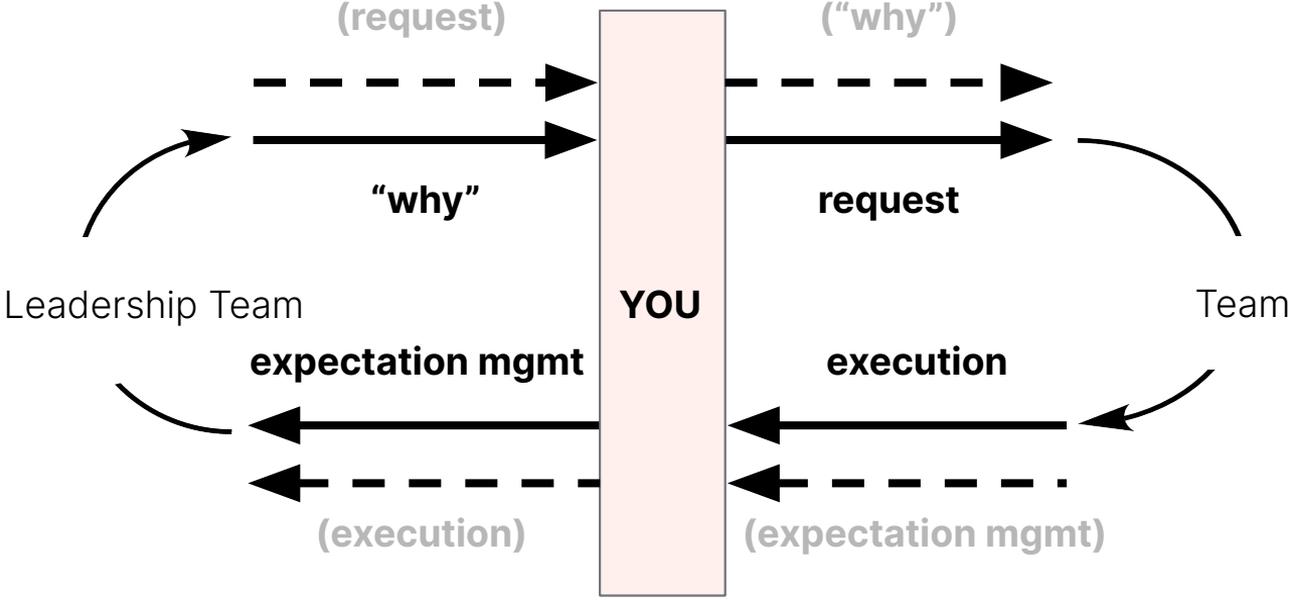
# Product Loop: active flow



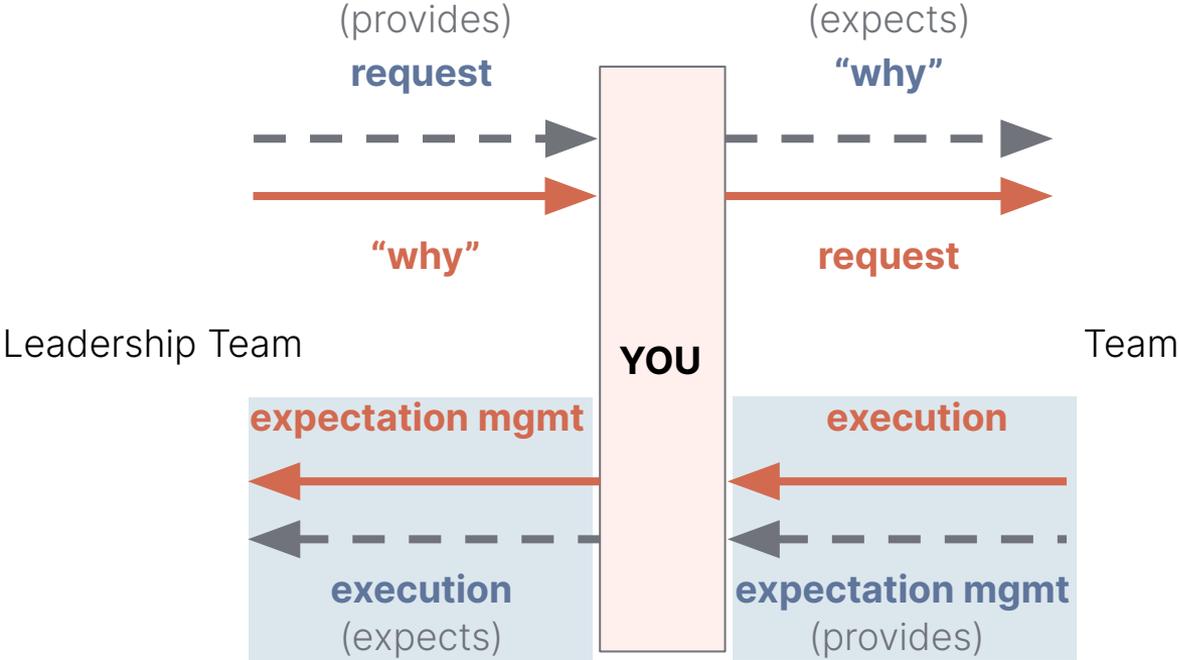
# Product Loop: active flow



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# Product Loop: active flow



# Expectation Managing Up

and how to land your message with  
The Leadership Team



# Focus Area 1: Expectation Managing Up

- ✓ **Natural tension:** LT wants execution but you have to tell them what's important between conception and completion.
- ✓ **Major points of tension**
  - Plan
  - Updates
  - Completion



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  - **Completion**



# Focus Area 1: Telling a Good Story Upward

- ✓  User Response
  - Tweets
  - Usability Interviews
  - Customer Call
- ✓  Visualizations
  - Demos
  - Prototypes
  - Proof of Concepts
- ✓  Metrics
- ✓  Competitive Analysis



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# Exercise 1: Telling a Good Shipping Story

(5 min)

Take a recent feature shipped (1-2 months ago) and capture proof for:

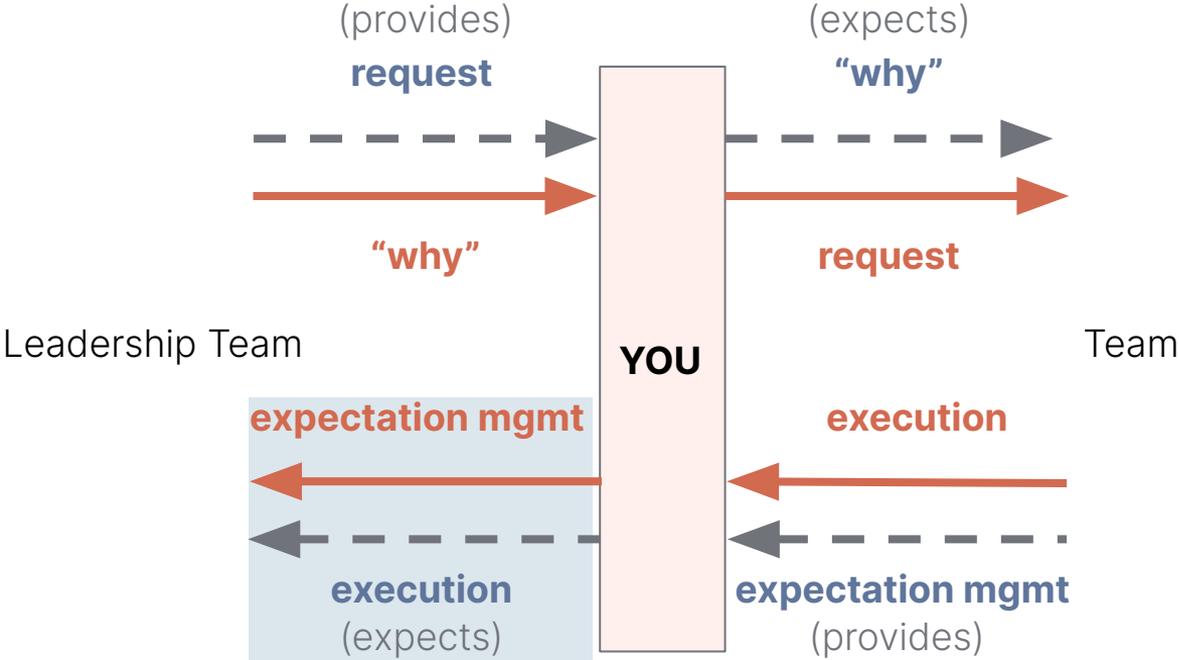
- ✓ Evidence of **Problem**
- ✓ Depiction of **Solution**
- ✓ Proof that the Solution had **Impact**

(6 min)

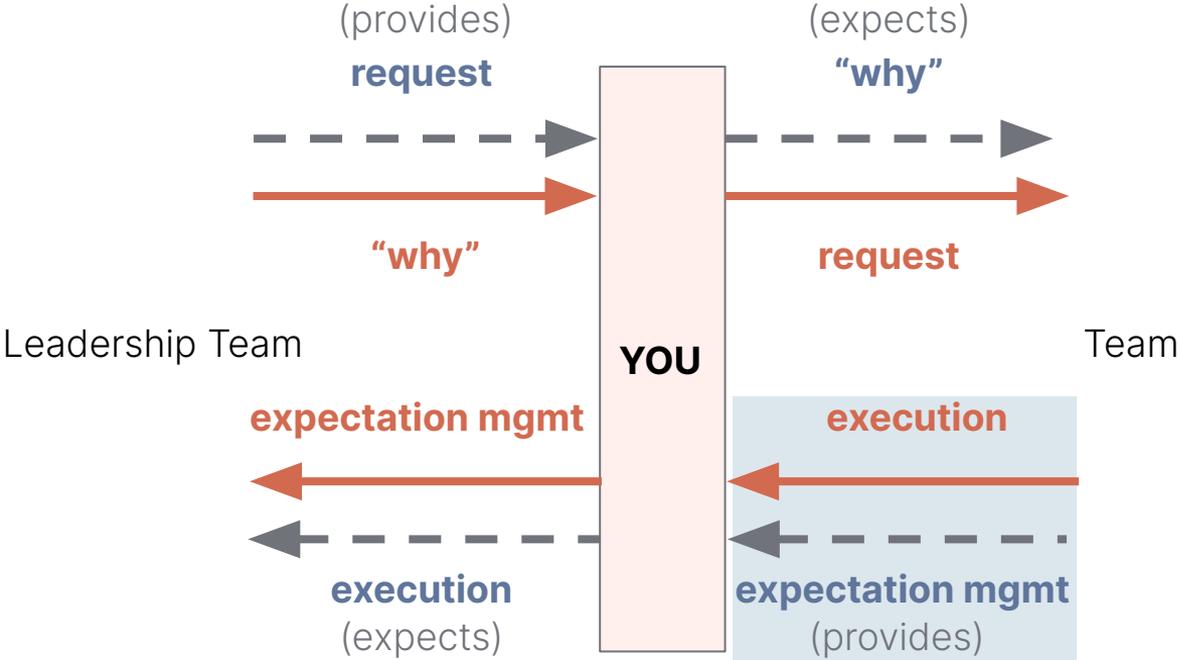
- ✓ Pitch in pairs and get feedback (3min pp)
  - *(Listener: what would further impress you?)*



# Product Loop: work with the current



# Product Loop: work with the current



# Driving Accountability

and how to pick the right process for the  
team



# Focus Area 2: Driving Accountability

- ✓ **Natural tension:** Team gives you updates but you also need to enable them to own the execution.
- ✓ **Process areas**
  - Research
  - Kickoff / MVP selection
  - Iterations
  - Staff Changes
  - Completion / Handoff



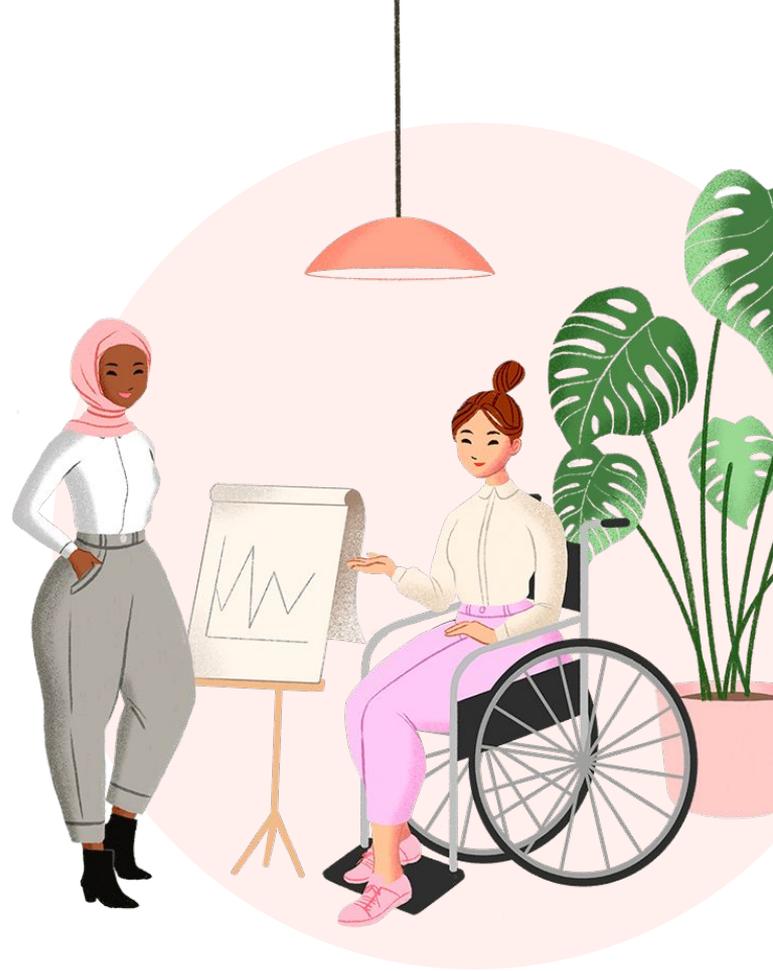
# Focus Area 2: Gap Analysis

- ✓ 👁️ Identify the need
  - “Why didn’t I know about this?”
  - Problems that won’t naturally resolve on their own
- ✓ 🧑‍🤝🧑 Work with the team
  - Align on problem
  - Align on solution via options
- ✓ 🌅 Sunset old processes that are not needed anymore



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# Exercise 2: Gap analysis for team(s)

(4 min)

a) **the biggest pain point** on team(s), and  
b) at least 3 **solutions** for this pain point:

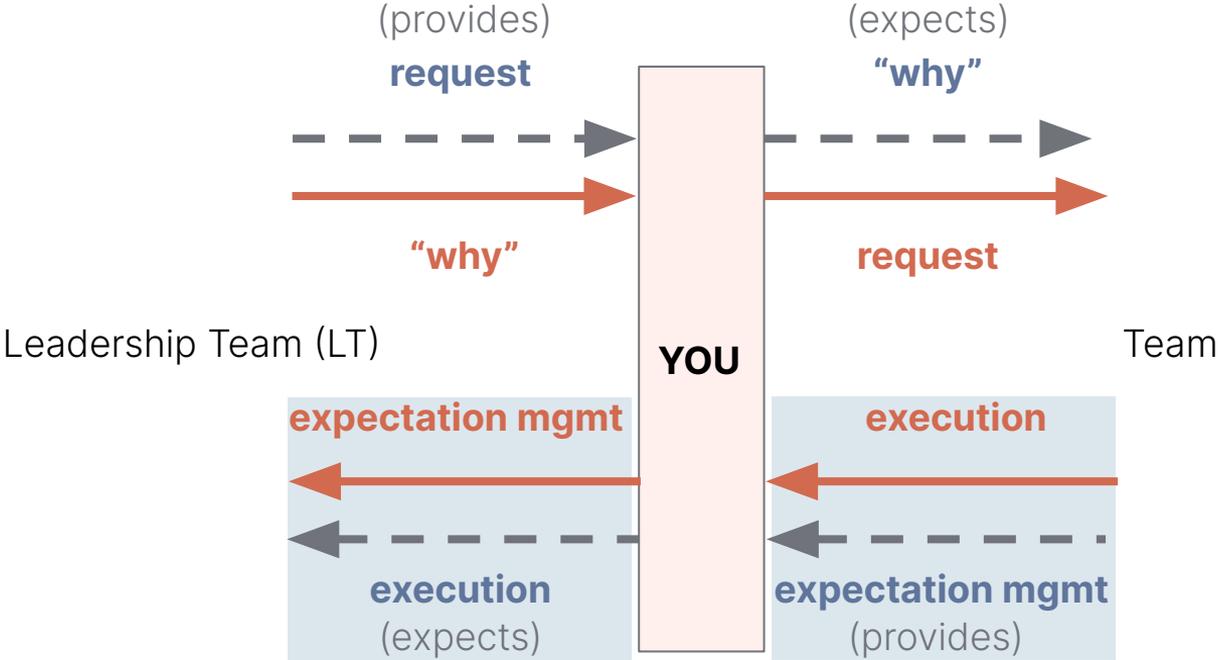
- ✓ **Beginning:** Research, MVP, Kickoff
- ✓ **Middle:** Iterations, Staff Changes
- ✓ **End:** Completion, Handoff

(6 min)

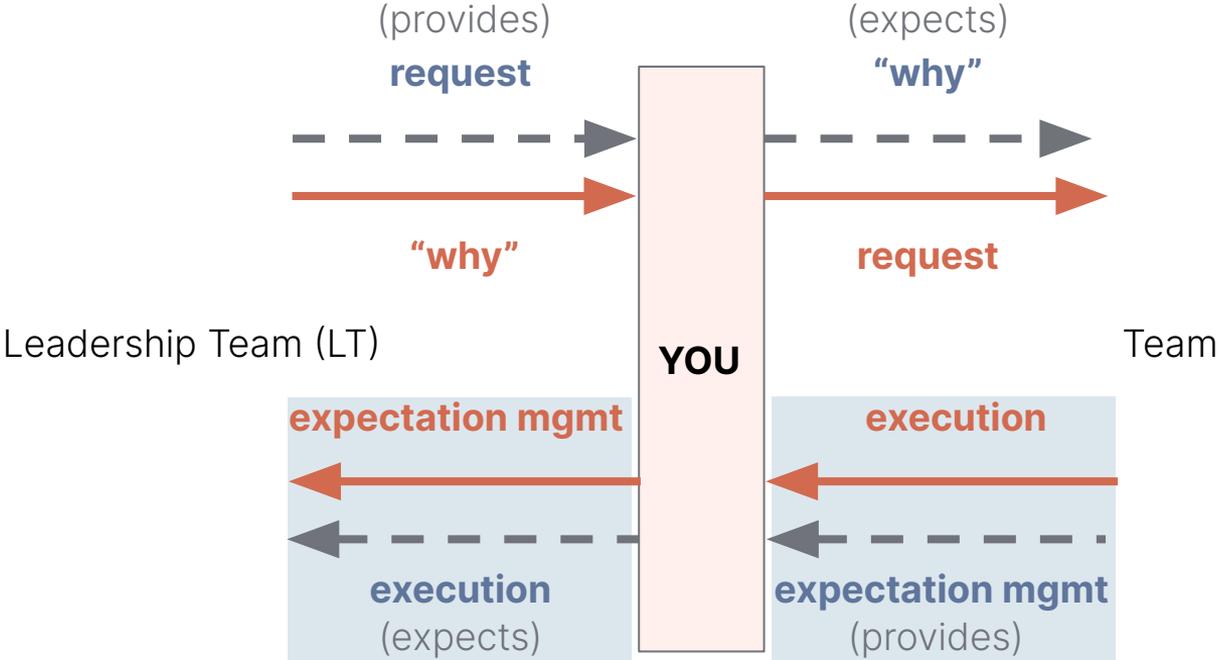
- ✓ Pitch in pairs and get feedback (3min pp)
  - *(Listener: what other ideas can be added?)*



# Product Loop: work with the current



# Product Loop: work with the current



# Thanks!

**Strengthening Company Alignment**

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