

# Changing Culture with Productboard: A VP Shares 4 Steps to Better Product-Engineering Collaboration



## Meet Amir Rozenberg:

A Product executive with experience spanning infrastructure automation and mobile marketing, Amir launched Productboard at a B2B software company to help teams build and collaborate more efficiently.

“When you can see that a product manager only has 60% progress on something, you’re now able to get to the ‘why.’”

Amir Rozenberg, Product Executive

See Amir's full roadmap to a collaborative culture [here](#).

### STEP #1

#### Review roadmap priorities and real-time feature progress.

With Productboard, Product leaders have a single source of truth to start bringing their teams together regularly to identify worrisome delays or at-risk dependencies.

### STEP #3

#### Empower PM's to build relationships.

After seeing their managers in action, product managers will naturally start hosting collaborative calls — and can even maximize messaging by including product marketers at the right time, too.

### STEP #2

#### Engage Engineering early and often.

To set an expectation that Product wants to start solving feature delays collaboratively, a product leader should drive a few initial calls with engineering managers and include PM's in every meeting.

### STEP #4

#### Refine the discovery process

Work collectively with Engineering and Design to refine continuous discovery, posing questions such as: “do we have too many features in problem discovery and none in solution discovery? Are we rushing features into delivery without conducting discovery at all?”