

Product-GTM Alignment for Growth

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What you'll leave with today.



A diagnosis



A story



A toolkit

The Problem

**“We don’t have
product launches
lined up to impact
this year’s sales
and renewals.**

GTM Teams



“We scramble in Q4 to finish the year, and miss the chance to weigh in on the operating plan for next year.”

Product Teams

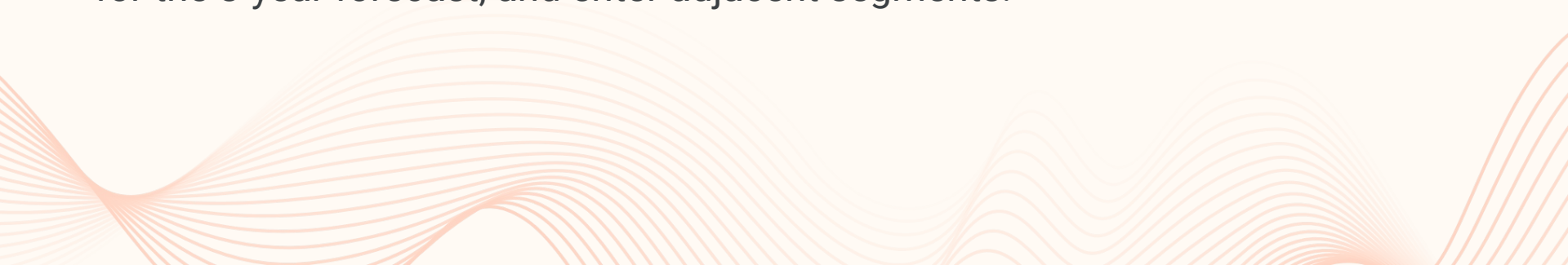


What aligned growth sounds like:

“Our 6-month roadmap prioritizes the highest risks included in the forecast assumptions, and generates case studies for market launches.”

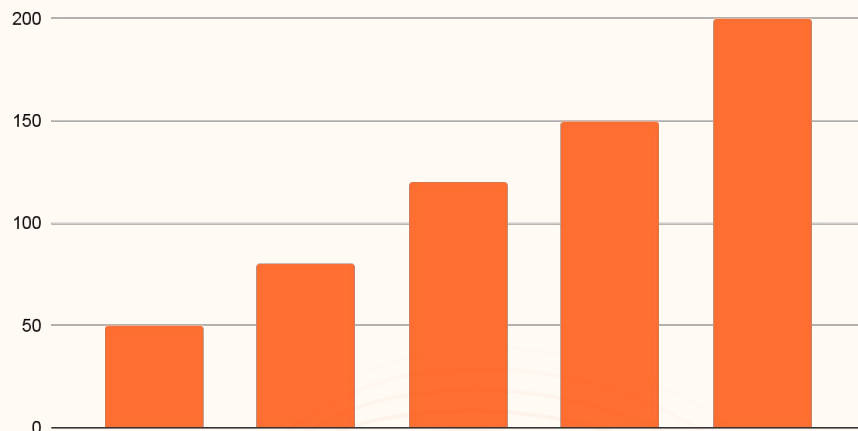
“Our 12-mo roadmap is designed to tell a story about our competitive differentiators, and establish market leadership in a segment.

“Our 18-mo roadmap is designed to launch bigger bets, test assumptions for the 3-year forecast, and enter adjacent segments.”

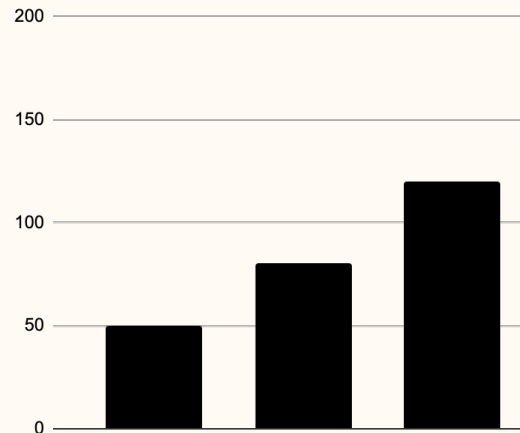
A decorative graphic at the bottom of the slide consisting of multiple thin, wavy, orange-colored lines that flow horizontally across the width of the image, creating a sense of movement and depth.

What aligned growth looks like:

ARR (\$MM)

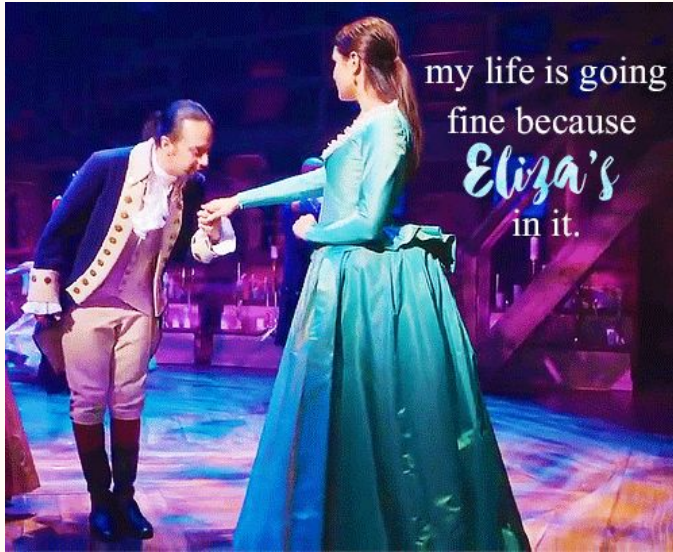


ARR (\$MM)

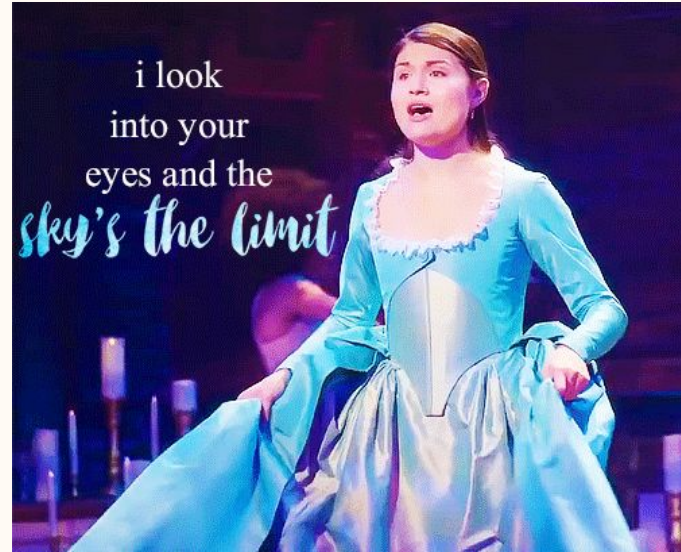


The Story

Partnerships usually begin aligned.

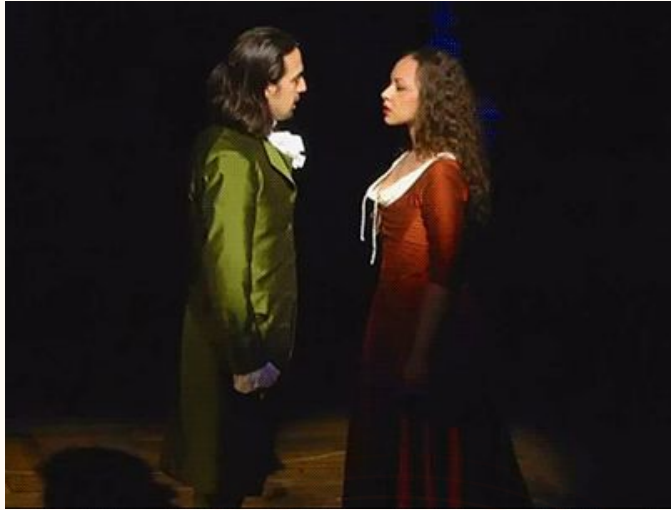


A positive outlook

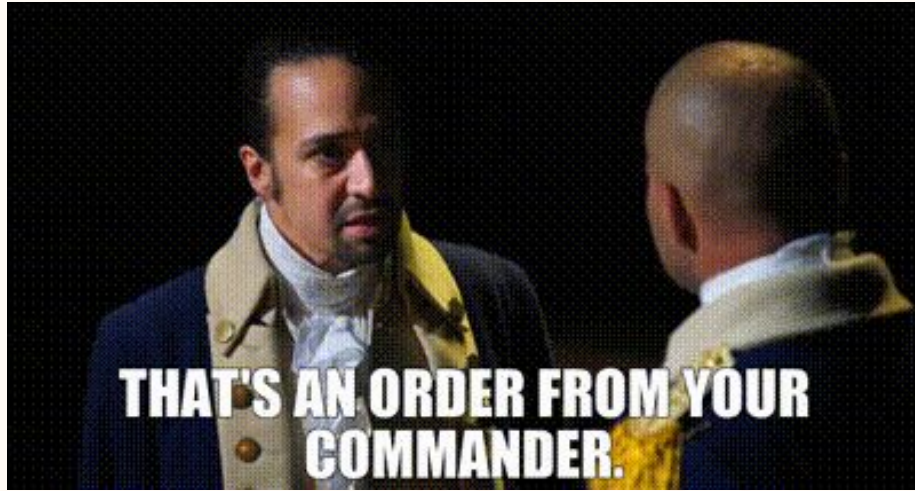


A shared vision

But even the best partnerships devolve.



Strike 1: Top-down intervention



Problem: Resorting to top down intervention.
Diagnosis: Misaligned goals and constraints.
Solution: Proactively listen.



Strike 2: Broken Trust



Problem: Broken trust.
Diagnosis: Inconsistency and unreliability.
Solution: Commit with integrity.



Strike 3: Abandonment.



Problem: Abandonment.
Diagnosis: Taking risks without consent.
Solution: Own the end-to-end journey.



The Toolkit

How we align with partners at Goldcast.



Proactively listen.



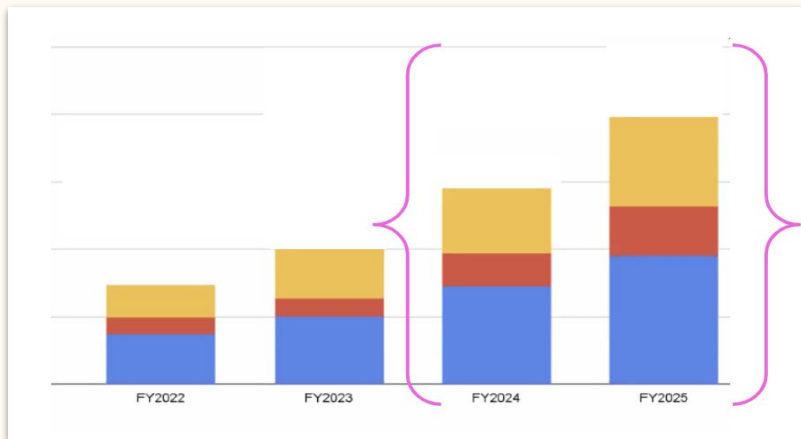
Commit with integrity.



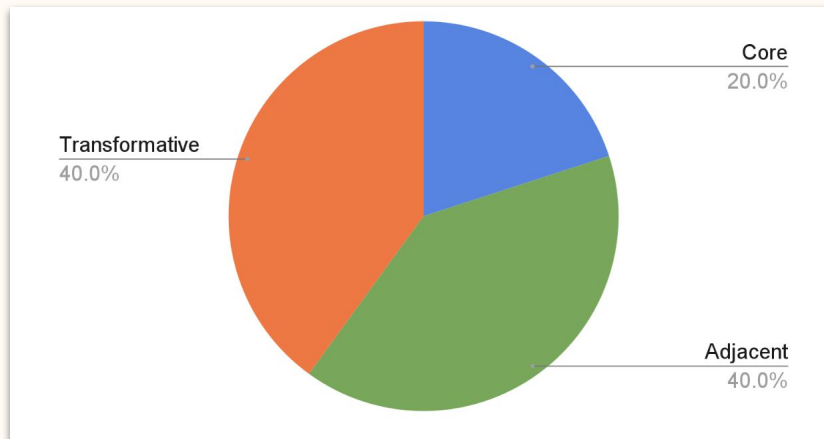
Own the E2E journey.

1. How we **proactively** listen:

Partner with GTM to understand the assumptions driving the operating plan.



Identify which assumptions require new products vs. positioning existing products.



Steps to **proactively** listen:

Do:

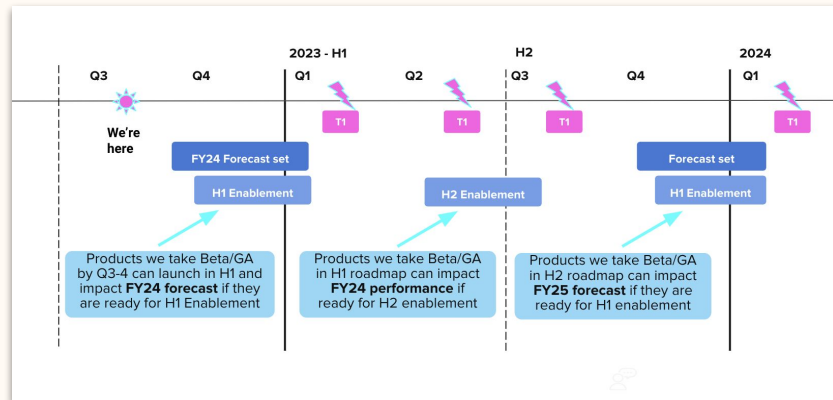
1. Learn how teams across the business will measure success.
2. Identify cross-team dependencies for revenue goals.
3. Pick shared goals to align incentives.
4. Lean into past failures to learn about unmet needs.

Don't:

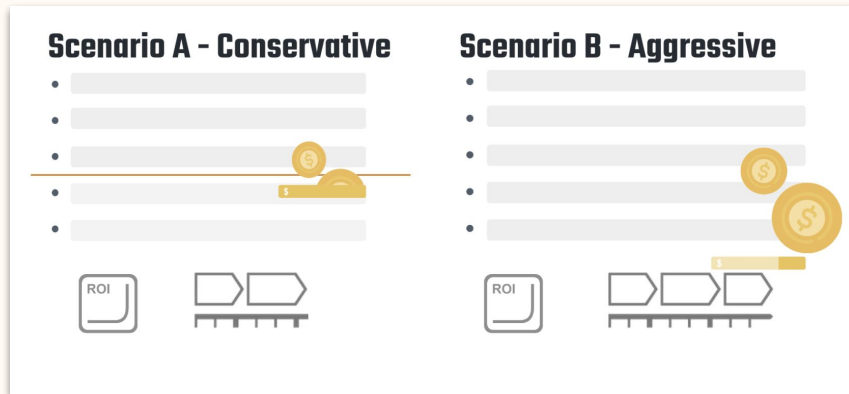
1. Claim ignorance.
2. Withhold information.
3. Measure only what's within your control.
4. Rely on, or wait for, leadership mandates to get things done.

2. How we **commit with integrity**:

Uncover seasonal revenue dependencies, and time Tier 1 releases on differentiators.



Use scenarios and value increments to decide how much to invest in “big rocks.”



Steps to **commit with integrity**:

Do:

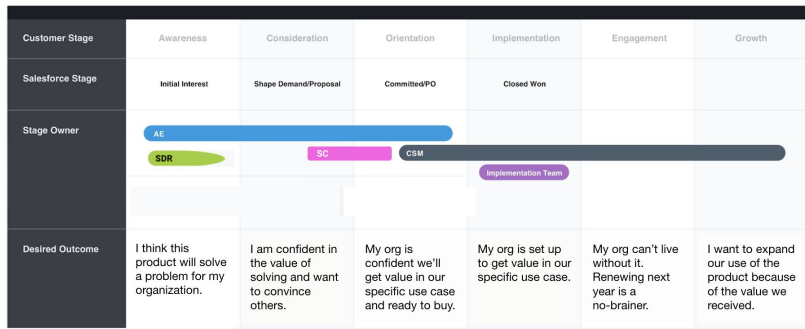
1. Identify the *big rocks*, and use investment scenarios to align on what you're committing to.
2. Release highest-risk value increments first.
3. Work backwards to plan for seasonal constraints.
4. Consistently check in on pacing.

Don't:

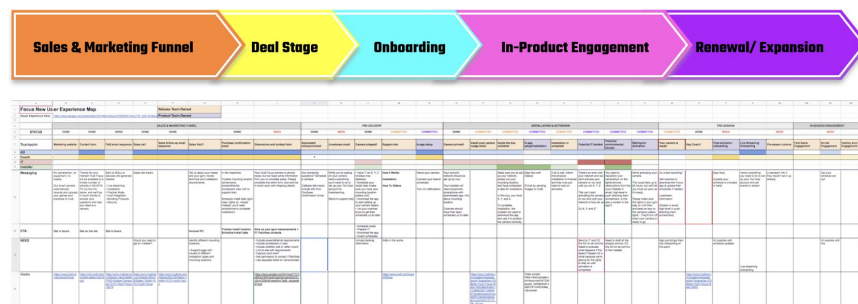
1. Overcommit.
2. Get tempted by distractions, or say yes to things that put commitments at risk.
3. Forget to check in.
4. Ignore red flags.
5. Point fingers.

3. How we own the end-to-end journey:

Align on an end-to-end customer journey.
Measure goal pacing to spot and fix gaps.



Enable teams like customers. Train on use cases and selling motions ahead of launch.



Steps to own the e2e journey:

Do:

1. Align on what good looks like for the customer in every stage.
2. Identify steps to mitigate risks, with owners.
3. Treat customer teams like customers, and plan enough time to enable them.

Don't:

1. Take risks that jeopardize other teams' outcomes without their consent.
2. Proceed into risky territory without a mitigation plan.
3. Assume your job starts after onboarding and stops at release.

In Summary

How our partnerships deteriorate.



Top-down commands



Broken trust



Abandonment

How we build aligned partnerships.



Proactively listen



Commit with integrity



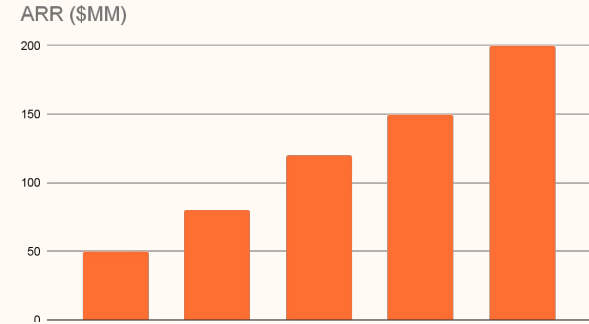
Own the e2e journey

How aligned partners achieve growth:

“Our 6-mo roadmap prioritizes forecast risks”

“Our 12-mo roadmap tells a differentiated story”

“Our 18-mo roadmap launches bigger bets”



Thank you!

