



Connecting Innovators Worldwide

INNOVATION IN FOCUS

A Monthly Webcast Series

Q3: PRODUCT MANAGEMENT STRATEGY

Welcome – We Will Begin Shortly!

STRATEGIC WRITING FOR PRODUCT SUCCESS



JACK APPLEMAN

President
Successful Business Writing

July 10, 2025 | 11 AM – 12 PM CT



pdma

Connecting Innovators Worldwide

Special welcome to

PDMA Members!

NPDP Certified attendees earn 1 Professional Development Hour towards renewal.



Connecting Innovators Worldwide

Learn more at pdma.org

The Product Development and Management Association (PDMA) is a global community of professionals whose skills, expertise and experience power the most recognized and respected innovative companies in the world.

PDMA's members include product development and management practitioners, academics and service providers in a variety of industries and knowledge areas, including innovation strategy, portfolio management, new product processes, organizations and teams, tools and metrics, market research, and lifecycle management.

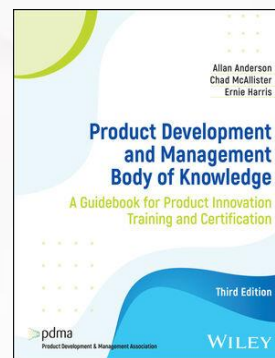
PDMA Offerings



**Outstanding Corporate
Innovator Award**



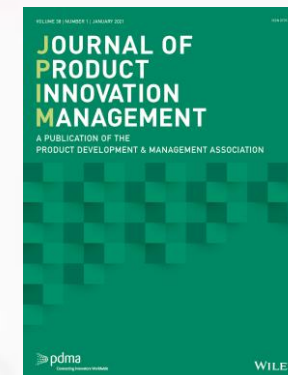
PDMA Knowledge Hub



**PDMA BoK
Body of Knowledge 3.0**



**NPDP Certification
Program**



**JPIM - Journal of Product
Innovation Management**



PDMA Global Chapters



Get your **sneak peek** into the Summit

INNOVATION LAB SNAPSHOT: ESSENTIAL AI TOOLS FOR PRODUCT MANAGEMENT SUCCESS



6 AUGUST

11 – 11:30 AM CDT



Register Today for **FREE**

MIKE HYZY

VP OF STRATEGY AND INNOVATION
CGI



INNOVATION IN FOCUS

A Monthly Webcast Series

OUR FOCUS FOR 2025 IS STRATEGY
Q3: PRODUCT MANAGEMENT STRATEGY

NAVIGATING DATA & AI: THE ROLE OF THE PLATFORM PM IN TECH



21 AUGUST

11AM – 12PM CDT

Register Today for **FREE**

[PDMA.ORG](https://pdma.org)

AINDRA MISRA

Product Management Director
BILL

Upcoming Events



pdma
Minnesota Chapter

July 16, 2025

PDMA Minnesota: Sustainability in Product Development

5:30 pm – 7:00 pm (Central Time/GMT -5:00)

Location: Virtual

[Learn More](#)



pdma
Pittsburgh Chapter

September 4 – October 23, 2025 (Every Thursday)

PDMA Pittsburgh: 2025 Fall Body of Knowledge Training

6:00 pm – 8:30 pm (Eastern Time/GMT -4:00)

Location: University of Pittsburgh Big Idea Center

[Learn More](#)

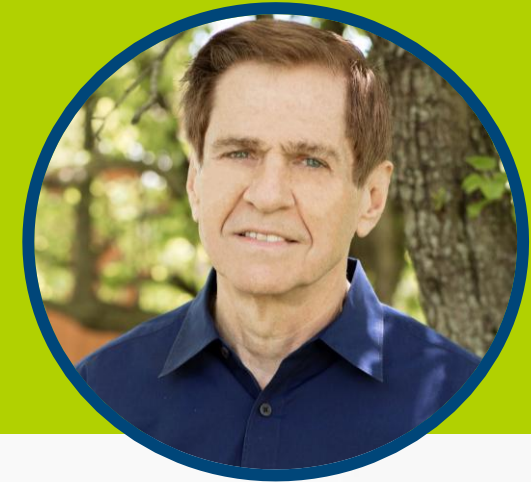


INNOVATION

Earlybird Deadline: August 7



STRATEGIC WRITING FOR PRODUCT SUCCESS



JACK APPLEMAN
President
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ignite
INNOVATION

PDMA SUMMIT
September 13-16, 2025
Marriott Marquis | Chicago, IL

Earlybird Deadline: August 7

**Earlybird
gets the worm.**



PDMA.ORG



Ready for an experiment?



Exercise A (last names A-L): **When you understand, type *u* in chat**



Based on our Q1 product development analysis and extensive stakeholder feedback, we have identified several critical obstacles that require pushing our mobile payment feature launch from Q3 to Q4. Our engineering team's current capacity limitations and ongoing system maintenance needs indicate we cannot meet the original timeline as previously committed. Dependencies on external software providers, combined with necessary security compliance requirements and rigorous testing cycles, have significantly extended our projected timeline. Additionally, comprehensive user research shows we need interface design improvements for better usability and adoption.

Exercise B (last names M-Z): **When you understand, type u in chat**



We need to push our mobile payment feature from Q3 to Q4 due to system maintenance needs, integration challenges with external software providers, and required improvements to make the interface more user-friendly.

What are your toughest writing challenges?

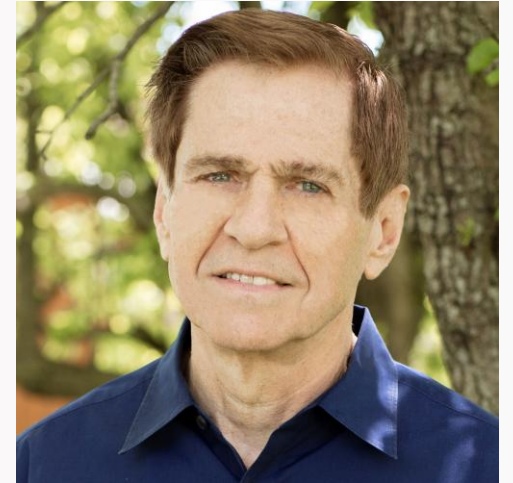


Please complete poll question

Business writing instructor/coach

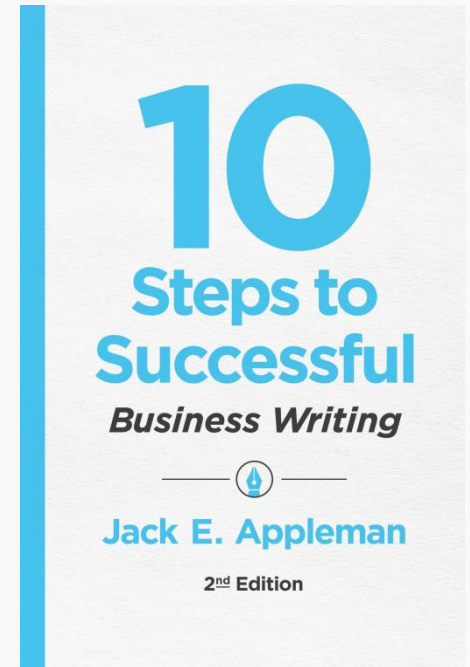
Outcomes

- ✓ Writing better and faster
- ✓ Clear, persuasive documents that drive stakeholder alignment
- ✓ More confidence to tap personal style



Jack E. Appleman, APR

Business writing is a learned skill





Today's topics

Step 1: Get to the bottom line—without fat

Step 2: Craft persuasive reader-centered messages

Step 3: Influence stakeholders with strategic storytelling

Step 1:

**Get to the bottom line—
without fat**



Stuck on what to write?



How would you reply to this frantic call from the VP of Product Development?



I'm about to get on a Zoom call with Ming Lee, XY's CEO. She wants an update on the new product features we're building for her mobile app and I have no idea what's going on!

You led the development team standup yesterday. I need you to tell me—in one minute—what's going on and what are the next steps.

Write like you speak!



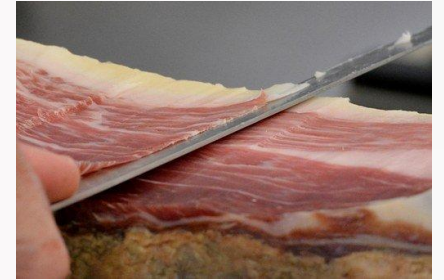
Tell the reader what they need to know



We've developed a new capability, incorporating a dashboard feature that facilitates the monitoring of user engagement metrics at a 40% faster rate than they were during the course of last quarter.

We've developed a new dashboard that tracks user engagement 40% faster than last quarter.

Ready to cut some fat?



The leadership team held a meeting where they decided they needed more input from first-year product developers. To accomplish this, they will need to gather feedback. Specifically, the leaders will send surveys to all developers who joined in the last 12 months. These surveys will include open-ended questions.

This initiative should also boost morale among these new product developers. Additionally, it will increase their engagement and improve their sense of contribution to the product strategy.

Revised—no more fat!



The leadership team will get more input from first-year product developers through open-ended surveys, a move that should also boost team morale.



Start with the bottom line

Fused with messaging apps, bots promise a new era of personalized communication, if businesses and customers can handle the intimacy.

THE WALL STREET JOURNAL
WSJ

Bottom-line your message



Due to integration changes, we need to delay the mobile payment feature launch from Q3 to Q4.

Some recommended next steps:

-
-
-

Provide context: Frame before you explain



We should use these steps to promote understanding of our product strategy:

- Weekly product updates in Slack
- Small-group product workshops
- All-hands product roadmap reviews

Where's the context?

Here's some context...



Three months ago, the executive team raised concerns about whether our development teams and stakeholders fully understood our product strategy and vision—and suspected that alignment was lower than expected.

They initiated a cross-functional survey. The results validated their concerns, showing that 65% of teams weren't clear on our product direction.

Based on these findings, here are the recommended actions:

- Weekly product updates in Slack
- Small-group product workshops
- All-hands product roadmap reviews

Fast context

Given the recent survey revealing that 65% of teams aren't clear on our product strategy, I recommend these steps:

- Weekly product updates in Slack
- Small-group product workshops
- All-hands product roadmap reviews



Step 2:

**Craft persuasive
reader-centered messages**



WIIFM

What's in it for me?

Will this persuade them to learn a new onboarding system?

We've launched a new user onboarding system. A training guide is now available.

Team members' WIIFMs:

- Reduce setup time
- Simplify user experience



A more persuasive opening

To reduce setup time and simplify the user experience, we've launched a new onboarding system. A training guide is now available.



Ex. 2a: **Don't make it about "I"**



Ex. 2a: Streamline and focus on reader's WIIFMs



I must receive your team's development productivity metrics from the past six months by Aug. 10. I need this data to complete our resource planning analysis. If I don't get this information in time, I will not be able to approve your requested additional engineering headcount by Aug. 20, as your team requested.

Key WIIFMs

- Additional engineers by Aug. 20
- Reduced workload
- Resource planning analysis

Ex. 2a: Revised

To ensure you get additional engineers by Aug. 20 and reduce your workload, please send your past six months' productivity data by Aug. 10. This will also help us complete the resource planning analysis you need.



Step 3:

Influence stakeholders with strategic storytelling



Power of product stories



- Inspire decisions with stories—not just facts
- Create emotional investment in your product vision
- Bridge the gap between business and tech teams

3 essential story elements

1. **Hero (user/customer):** person whose life improves
2. **Villain (status quo):** current pain point or limitation
3. **Enabler (you/your solution):** enabling the hero's success



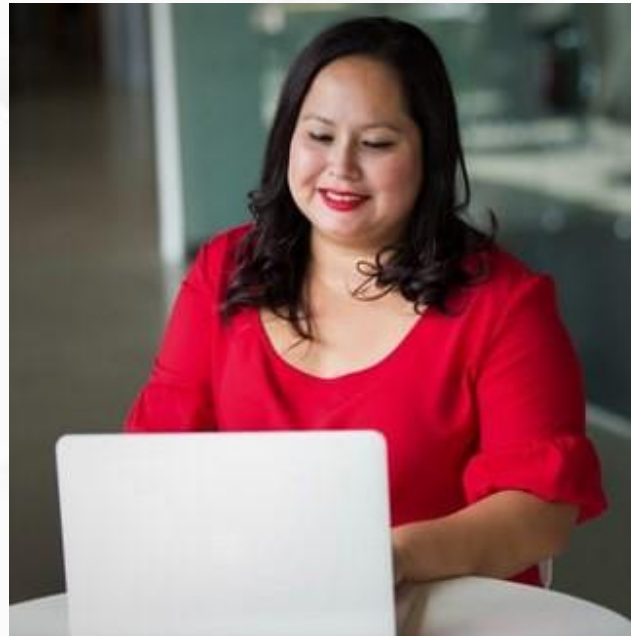
Example: The user as hero

Meet Li, an IT director who struggled with the previous five-day onboarding process, constantly fielding complaints and support tickets. After using CustomerPortalPro, her team completed onboarding in just 24 hours without a single help desk call.



Her team now configures everything themselves and has shifted from troubleshooting to strategic planning, with internal satisfaction scores jumping 40% in one quarter.

Ex. 3a: **Develop story opening**



Ex. 3a: Craft opening of a user-centered story



DX Aggregating Dashboard

- Aggregates data from 12 different systems
- Reduces report generation time from 3 hours to 15 minutes
- Includes automated data validation and error flagging
- Provides real-time updates every 30 minutes

Ex. 3a: **Completed**

Meet Ron, a regional sales manager who spent every Monday morning wrestling with data from 12 different systems to create weekly reports. He'd start at 6 a.m. pulling numbers and still be validating data at 9 a.m.

After implementing the new dashboard, Ron generates comprehensive reports in 15 minutes, gets automatic error alerts, and sees current sales data instantly. Instead of spending Mondays on data collection, he's now having strategic conversations with his team.

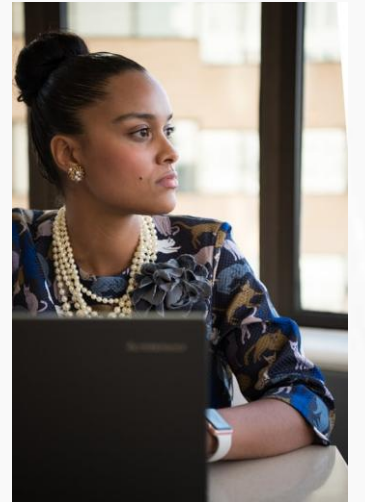


How will you apply today's steps? | Questions?

Step 1: Get to the bottom line—without fat

Step 2: Craft persuasive reader-centered messages

Step 3: Influence stakeholders with strategic storytelling



Connect with me...

- LinkedIn: [Jack E. Appleman, APR](#)
- Email: jack@successfulbusinesswriting.com
- Subscribe: [Successful Business Writing's 30-second tips](#)



Dive deeper into your toughest writing challenges



30-minute Zoom forums

1. Tuesday, July 15: 12-12:30 p.m. EDT
2. Thursday, July 24: 12-12:30 p.m. EDT

Chat your email to receive invite

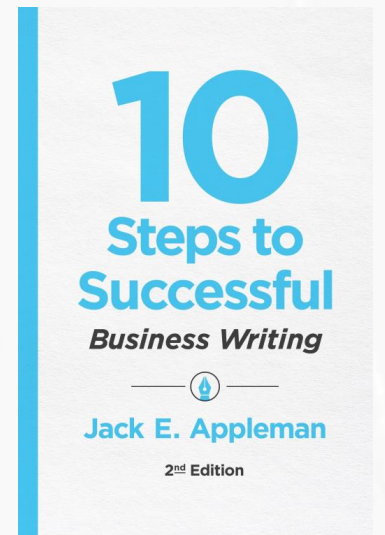
For a free book and consult

Replace the wrong word

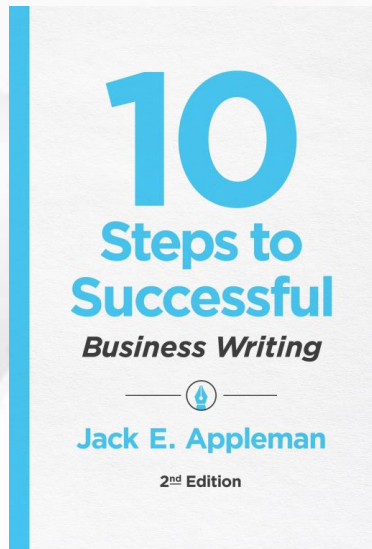
Example: She writes ~~good~~ well.

I'm pleased that our new cohort of customer success managers understands the product fundamentals.

Now we need to increase the amount of enterprise clients they serve each quarter.



For a free book and consult (corrected)



I'm pleased that our new cohort of customer success managers understands the product fundamentals.

Now we need to increase the **number** of enterprise clients they serve each quarter.



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Q&A

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Thank you!

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