

## 280 Group Webinar Recap: How to build a compelling and effective product roadmap

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Roadmaps are great tools for communicating the vision, aligning people internally, raising money for investment, and engaging with sales and customers.

But there are good ways of doing it, and bad ways of doing it. In today's webinar, Brian Lawley from the 280 Group did a great job explaining some strategies on creating your roadmap. In case you missed the webinar, both the slides and recorded webinar are available to you.

### How to build a compelling and effective product roadmap

- [Recorded webinar](#)
- [Slides](#)
- [Free Optimal Product Process Book from 280 Group](#)

FeaturePlan is designed to help product managers build their product roadmaps, align with development, and support the needs of the product management organization.

Interested in managing your roadmaps and tying back to development and customer needs? [Contact us](#) for a live demo today!

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