



Turning Strategy into Action: Roadmaps and Milestones in Targetprocess

Your Guides:



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Agenda

- Framing the Problem
- Strategy to Execution Framework
- Build Effective Roadmaps
- Defining and Managing Milestones
- Demonstration
- Q&A

“

We have a strategy slide deck...
but no one knows what to do
Monday morning

”

Framing the Problem



Most organizations don't fail due to *bad strategy* — they fail due to *poor execution*



Leaders often struggle to connect high-level goals to the work teams actually deliver



Targetprocess provides a visual, adaptive way to bridge that gap

A quick poll:



**“How many of you feel
your strategy is clear,
but execution is inconsistent?”**

Strategy Execution



Strategy → Execution Framework

Strategy becomes real
when it is:



Visible



Connected



Measurable

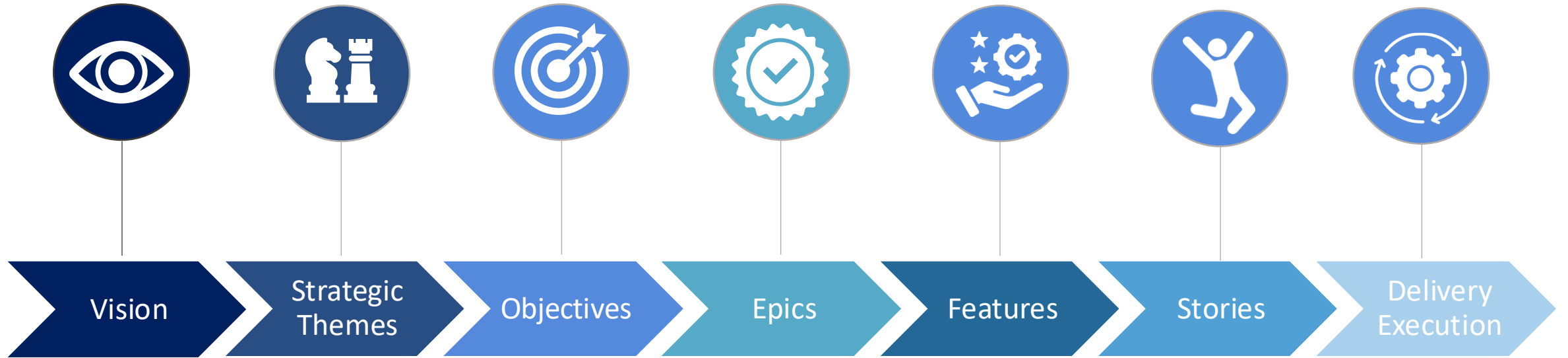


Adaptable

Connecting Roles to Execution Needs

Role	Needs	How Targetprocess Helps
Executives / Leaders	Visibility, alignment, progress indicators	Strategic views, OKRs, portfolio dashboards
Portfolio Managers	Prioritization, capacity alignment	Portfolio boards, value streams, dependencies
Product Managers	Roadmaps, customer value, sequencing	Product roadmaps, backlog hierarchy
Project Managers	Milestones, timelines, risk tracking	Milestone views, work item relations
Scrum Masters	Flow, impediments, team alignment	Team boards, cycle time, blockers






Strategy Execution Flow



Roadmaps

Why do we need them?

What Makes a Roadmap Effective

-  Outcome-driven, not feature-driven
-  Time-horizons, not fixed dates (unless necessary)
-  Aligned to strategic themes
-  Flexible, updated as learning occurs
-  Communicated visually

Roadmap Types



- Portfolio Roadmap (multi-product, multi-team alignment)
 - Product Roadmap (value delivery over time)
 - Release Roadmap (commitments and sequencing)
 - Capability Roadmap (architecture, enablers, tech strategy)



Roadmap Guidance for Each Role

Leaders:	Use roadmaps to validate strategic alignment and investment balance
Portfolio Managers:	Use them to manage dependencies and capacity
Product Managers:	Use them to communicate value and sequencing
Project Managers:	Use them to coordinate cross-team delivery
Scrum Masters:	Use them to ensure teams understand upcoming work and dependencies

Managing Milestones

What a Milestone *Is* and *Is Not*

- ***Is:*** A meaningful point in progress (decision, release, capability readiness, customer outcome)
- ***Is Not:*** A task, a date for its own sake, or a micromanagement tool

Milestone Best Practices

- Tie milestones to outcomes, not activities
- Keep them measurable and binary (“done/not done”)
- Use them to signal risk early
- Connect them to roadmap items in Targetprocess
- Use them to manage scope during planning

Examples

- “Customer onboarding flow redesigned and validated with 10 users.”
- “API v2 available for internal integration.”
- “Portfolio investment decisions finalized for Q3.”

Targetprocess Demonstration

Questions?



Key Takeaways

For Leaders

- Strategy must be visible and measurable to be actionable
- Roadmaps are communication tools, not prediction tools
- Milestones help you steer, not control

For Portfolio Managers

- Align investments to strategy continuously
- Use roadmaps to manage dependencies and capacity
- Milestones reveal risk early

For Product Managers

- Build outcome-driven roadmaps
- Connect customer value to strategic themes
- Use milestones to validate learning

For Project Managers

- Use milestones to coordinate cross-team delivery
- Keep roadmaps realistic and adaptive
- Ensure alignment between teams and strategy

For Scrum Masters

- Help teams understand how their work connects to strategy
- Use flow metrics to support predictable delivery
- Surface impediments that threaten milestones

Surveys

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