

Build A Movement, Not A Product & #8211; An...

by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-build-a-movement-not-a-product-andrej-safundzic/>

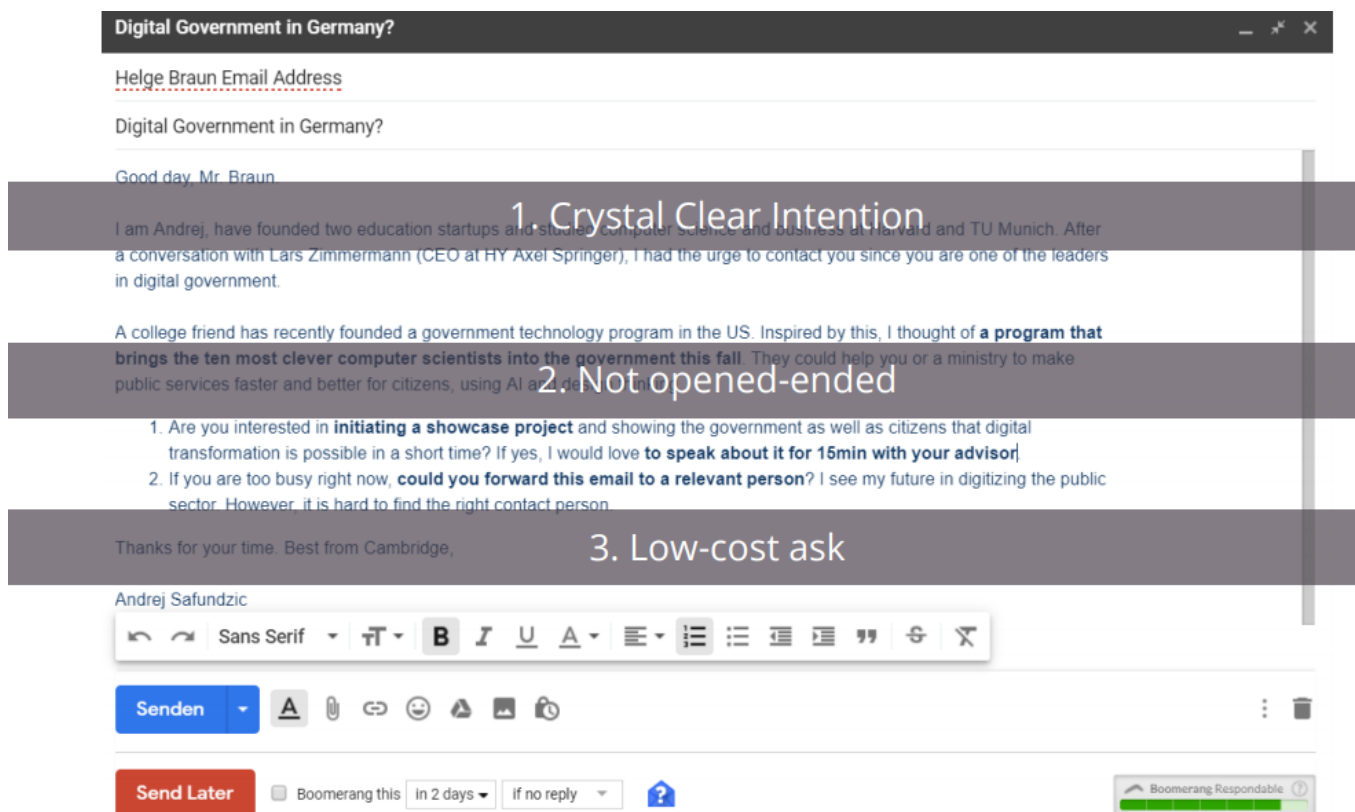
Build A Movement, Not A Product & #8211; Andrej Safundzic

Highlight from #pmf19 – Product Management Festival 2019

Andrej shared some good tips on the following topics:

Win executives over by being crystal clear about your movement!

How to write and structure important emails ->

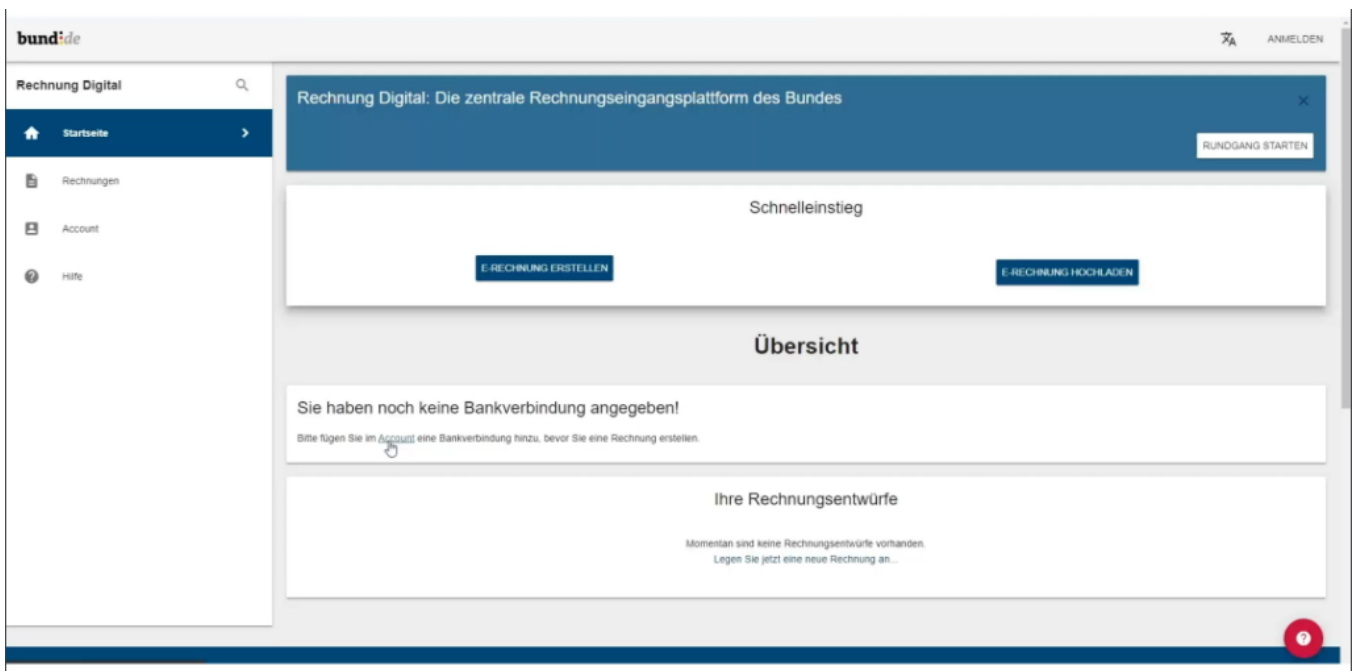


Structure of an email

Win your team over by creating a movement!

We champion [insert] & shift the way people think about [insert] from [insert] to [insert].

Win partners and stakeholders over by making it experienceable!

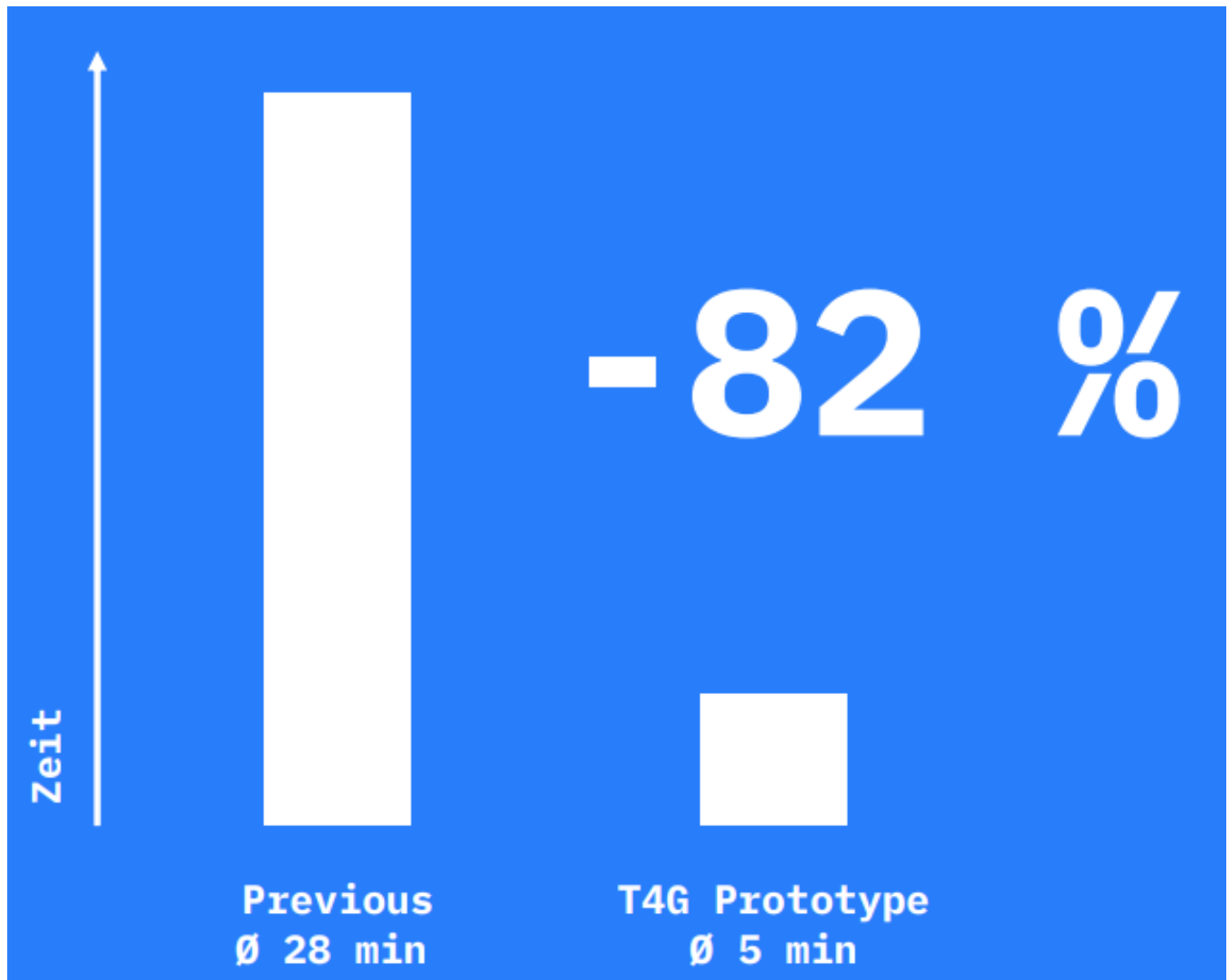


Example of an improved web app

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Benefits of the new UX

Thanks [Andrej](#).

[More highlights on the #pmf overview page.](#)

We Go Beyond Agile

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Zürich - Switzerland