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 ->

D	Digital Government in Germany?* ×
ŀ	Helge Braun Email Address
D	Digital Government in Germany?
G	Good day, Mr. Braun
а	am Andrej, have founded two education startups and storystal Clear Intention, and TU Munich. After a conversation with Lars Zimmermann (CEO at HY Axel Springer), Thad the urge to contact you since you are one of the leaders
	n digital government. A college friend has recently founded a government technology program in the US. Inspired by this, I thought of a program that
p	brings the ten most clever computer scientists into the government this fall. They could help you or a ministry to make bublic services faster and better for citizens, using AI a2.deNotnopened-ended
	 Are you interested in initiating a showcase project and showing the government as well as citizens that digital transformation is possible in a short time? If yes, I would love to speak about it for 15min with your advisor, If you are too busy right now, could you forward this email to a relevant person? I see my future in digitizing the public sector. However, it is hard to find the right contact person.
т	Thanks for your time. Best from Cambridge, 3. LOW-COST ask
A	Andrej Safundzic
	Sans Serif ▼ 〒▼ B I U A ▼ E ▼ E 正 正 正 ™ & 次
	Senden - A 🛛 🖘 😂 🕭 🗖 🔞 🗄 💼
	Send Later Boomerang this In 2 days - If no reply -
tructure	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!

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Rechnung Digital Q		٩	Rechnung Digital: Die zentrale Rechnungseingangsplattform des Bundes		×	
•	Startseite	>		RUNDGAN	G STARTEN	
8	Rechnungen Account		Schnelleinstieg			
0	Hilfe		E-RECHNUNG ERSTELLEN			
			Übersicht			
			Sie haben noch keine Bankverbindung angegeben! Bitte fügen Sie im <u>Account</u> eine Bankverbindung hinzu, bevor Sie eine Rechnung erstellen.			
			Ihre Rechnungsentwürfe			
			Momentan sind keine Rechnungsentwürfe vorhanden. Legen Sie jetzt eine neue Rechnung an			
					0	

Example of an improved web app

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Build A Movement, Not A Product – An...

Benefits of the new UX

Thanks Andrej.

More highlights on the #pmf overview page.

We Go Beyond Agile

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