

# 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 ->

The screenshot shows an email draft in Outlook titled "Digital Government in Germany?". The recipient is Helge Braun. The email content is as follows:

Good day, Mr. Braun

I am Andrej, have founded two education startups and studied computer science and business at Harvard and TU Munich. After a conversation with Lars Zimmermann (CEO at HY Axel Springer), I had the urge to contact you since you are one of the leaders in digital government.

A college friend has recently founded a government technology program in the US. Inspired by this, I thought of **a program that brings the ten most clever computer scientists into the government this fall**. They could help you or a ministry to make public services faster and better for citizens, using AI and data science.

1. 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**
2. 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.

Thanks for your time. Best from Cambridge,

Andrej Safundzic

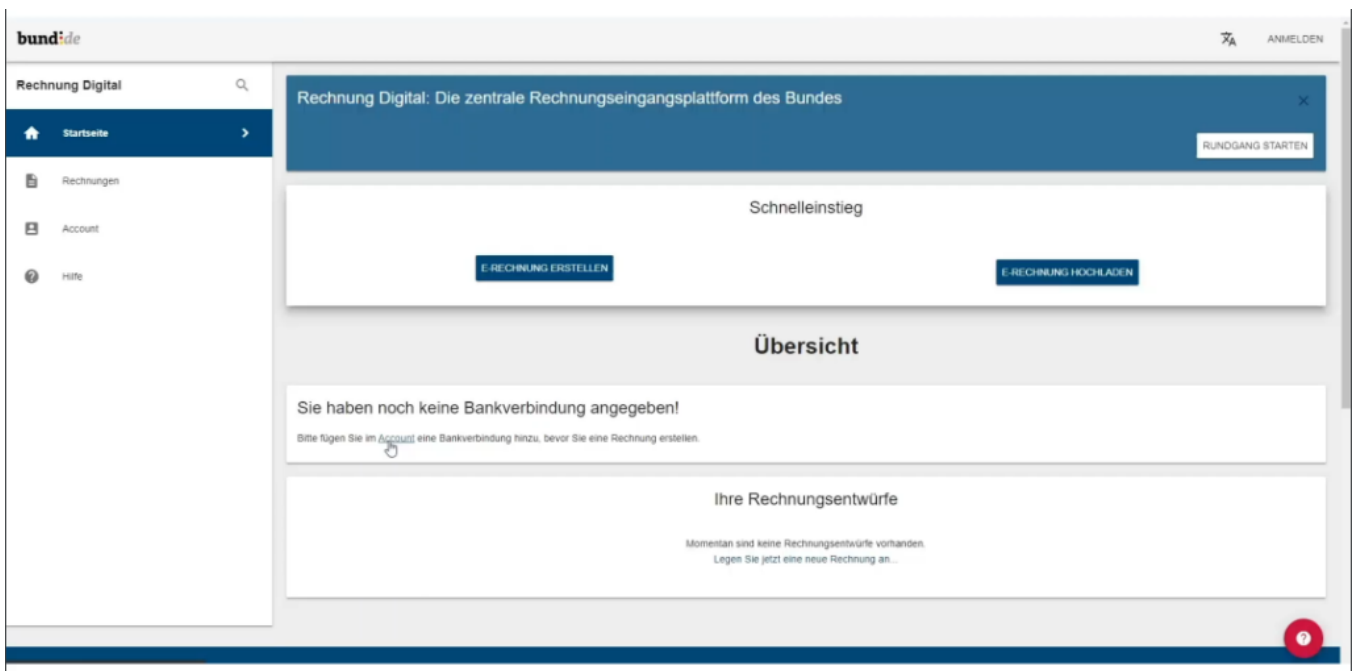
The screenshot also shows the Outlook interface with a "Send Later" button and a "Boomerang Responsible" indicator.

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!**



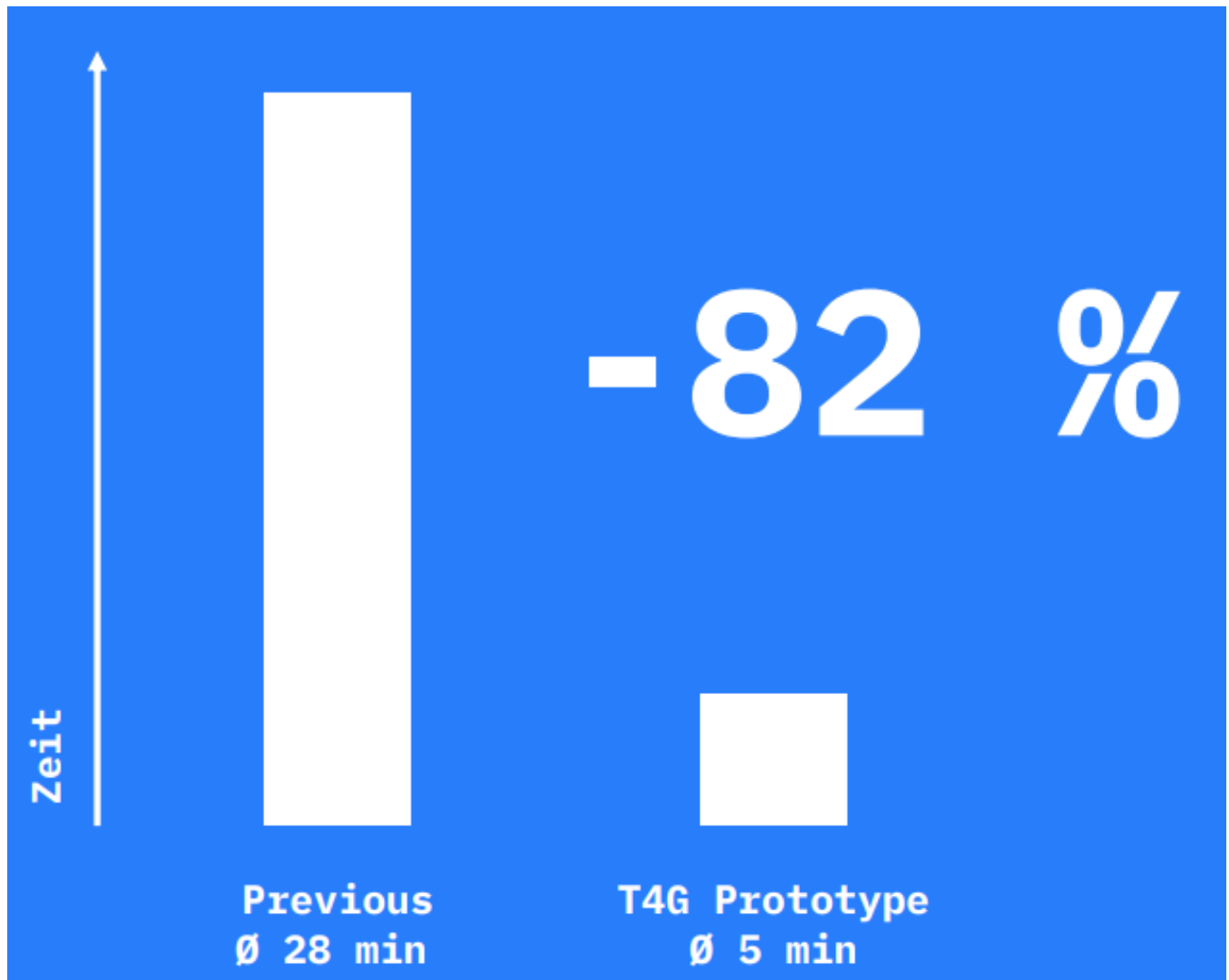
Example of an improved web app

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Benefits of the new UX

Thanks [Andrej](#).

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

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