Build A Movement, Not A Product – Andrej Safundzic
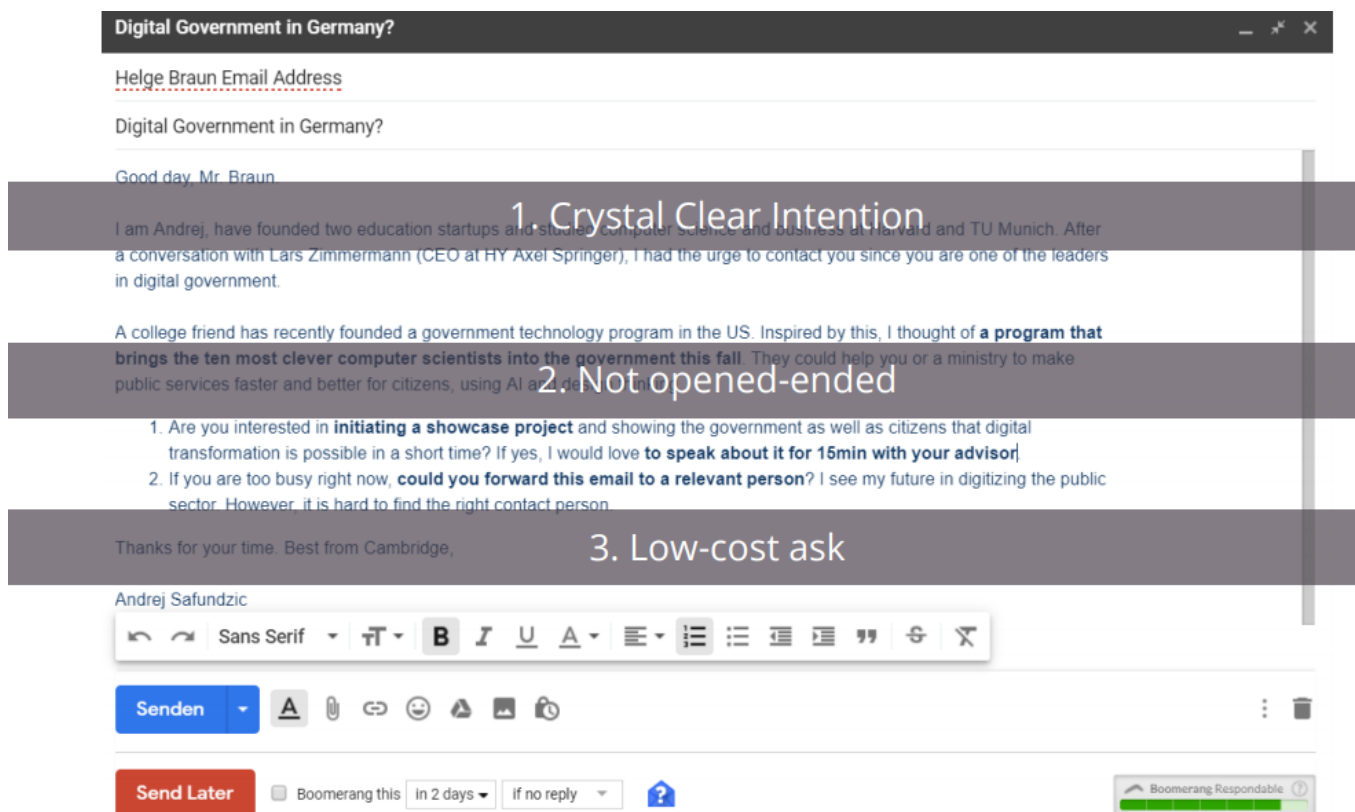
Highlight from #pmf19 – Product Management Festival 2019

Andrej shared some good tips on the following topics:

Win executives over by being crystal clear about your movement!

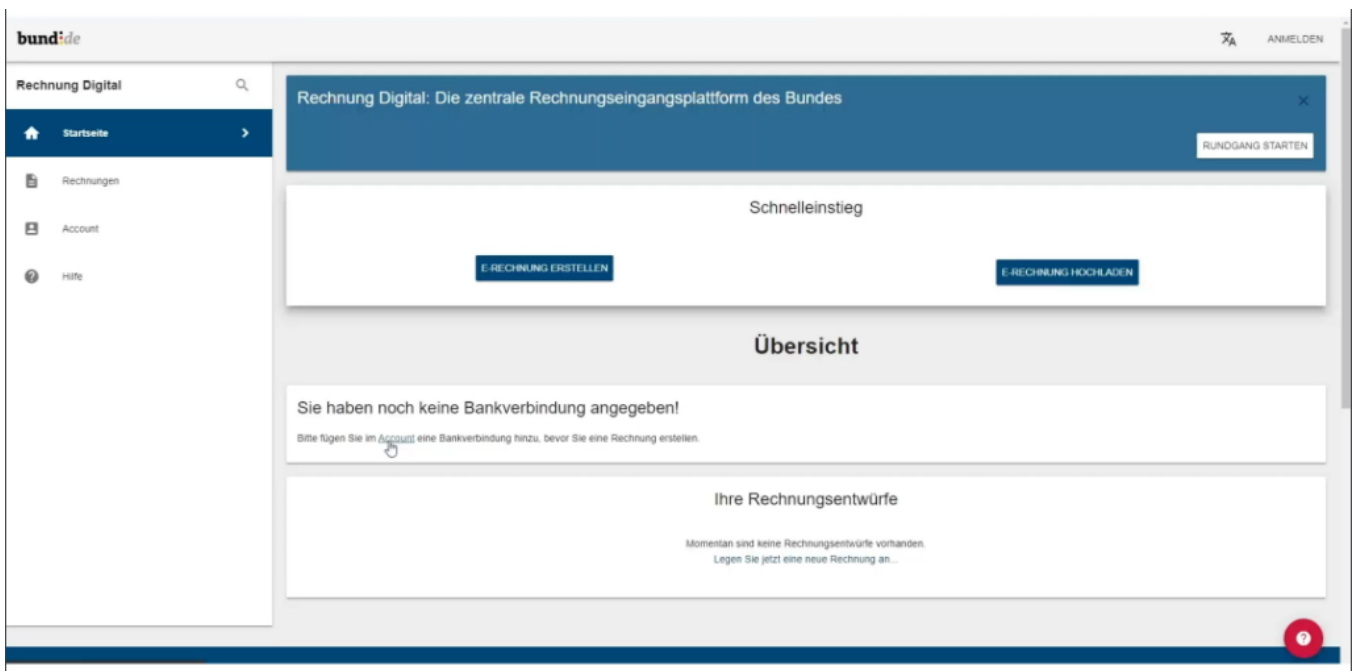How to write and structure important emails –>

Structure of an email

Win your team over by creating a movement!

Win partners and stakeholders over by making it experienceable!

Example of an improved web app
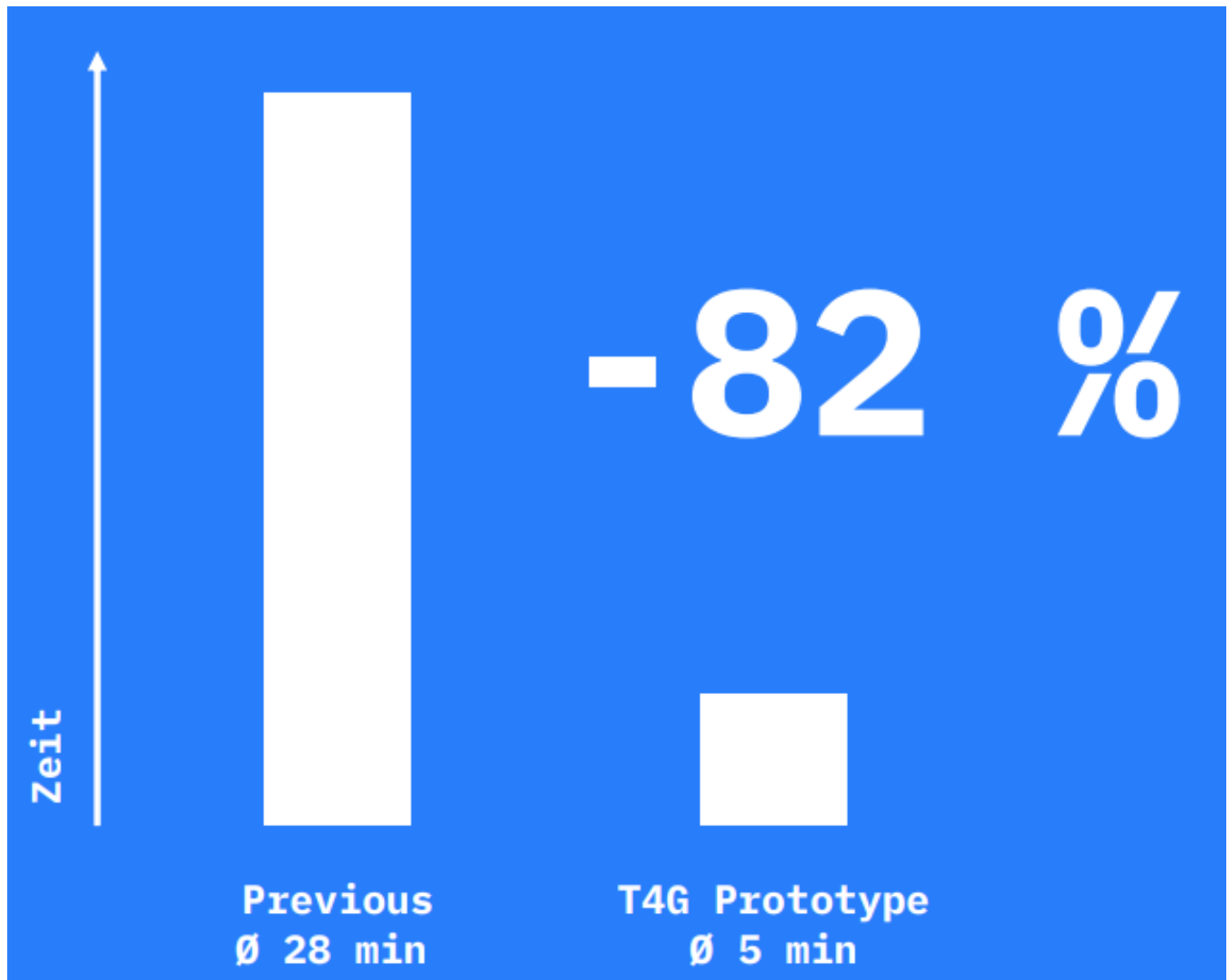
Benefits of the new UX

Thanks [Andrej](#).

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

We Go Beyond Agile

Beyond Agility
Zürich - Switzerland