Yearly Planning Cycle

August | September | October | November | December

Leadership Kickoff
Main objectives for 2026

PM Context Day
Competitive & Market Trends per product

State of the union
Each product team presents learnings from 2025. Alignment on Strategic Direction

Team main initiatives
Teams present to leadership North Star Metric & 3 main initiatives for 2026

High Level Planning
High level estimation of the required effort for these initiatives + Q1 Focus

Leadership Sign-off
Leadership approves key results for the different products + Q1 Focus

Company Roadmap Presentation
Presenting to the entire company the strategic directions for each product and 2-3 main initiatives

RE.FOCUS