Organizational Alignment Is Hard

Product management (PdM) is hard, and teams that don't have a history of product management are unsure where to start. This starts at the first PdM hire, with questions like "how do we define the role?" usually answered by some advice from mentors (if you have them) and Medium. Later, as an organization develops itself, it needs more PdMs, which require a product strategy to keep an organization aligned.

Relying on that methodology slows down growth, bloats the product, and fractures product development leaving founders, product teams, and customers frustrated. For some, frustration leads to dissolution. For others, a product leader comes and has to start from scratch. In this situation, the cleanup can take over a year before they can fully deploy a useful product strategy. In today's world, a year is an eternity.

This boils down to a lack of alignment from the beginning - and that's where Approaching One comes in.

Under regular circumstances companies face issues that are heightened in today's world:
- You have not hired your first PdM and are thinking about it: You want a unicorn but don't know where to start
- You just hired your first PdM and they aren't performing: How you make decisions changes when you have a product leader. We can help coach you and your PdM in a solid decision-making framework
- Can your entire team articulate the product strategy? If they cannot, the strategy isn't clear, we help build a clear cohesive strategy that teams can execute

Why Us

Approaching One is led by Adam Thomas, who has been a founder, product leader, and strategist for over 10 years, working with companies such as Casper, Google, and Informed shape their product teams and operationalize product strategy. He's coached in [Seth Godin's altMBA](), helping leaders, that range from fortune 500 CEO's to startup founders to level up.

How Approaching One solves this problem

We provide coaching, workshops, and actionable consulting services that teach founding teams tried-and-true principles of performant startup product teams.

- **Coaching:** We coach founders and product leaders on how to hire the right person for the context of the company
- **Workshops:** We run workshops with teams that focus on operationalizing product strategy
- **Interim leadership:** We lead your product team until you hire the right one

Ready to de-risk your startups?

Email us: approachingone@gmail.com