



PLG Onsite Agenda

INTRODUCTION

As the product-led growth (PLG) solution for businesses of all sizes, we often get questions about how we think about PLG at Pendo. To provide a behind-the-scenes look at how Pendo approaches PLG, we're sharing the agenda Pendo's PLG team followed for 2023 2H planning—along with some tips for planning your own PLG onsite.

DAY 1: EVERYONE ARRIVES IN RALEIGH

Since we had teammates traveling from all over the world, we buffered in an “arrival day” before kicking off our onsite. We had no formal full-team planning this day other than a casual team dinner for anyone who was around. If you have team members traveling to your onsite, including a travel day provides an opportunity for folks to catch up and bond before kicking off a very busy week. This also allows everyone to travel at whatever time works best for them.

DAY 2: A LOOK BACK BEFORE WE LOOK AHEAD

9:00

Icebreaker & 1H celebrations

Whether your team has worked together for years, months, or days, kick things off with a fun/low-pressure icebreaker activity. Bonus points if you get folks on their feet! Another great way to start off your planning session is to look back at key milestones to date. The world of PLG is fast, iterative, and constantly evolving. It's important to celebrate everything you have already accomplished together before focusing on what's ahead.

10:15

Strategy review

At Pendo, we make it a point to root ourselves in why we exist as a platform: to improve the world's experience with software. Spending a bit of time on your broader company mission is a great way to shape where your team fits into the bigger picture.

11:30
Metric goals
for 2H

In a high-growth environment, measuring impact is everything. We made sure to bake in a quick update on the key metrics we as a team are on a mission to impact.

12:30
Lunch

A critical component to any agenda: Make sure you fuel your teams with good brain food! During our “free time” we encouraged our team members to sit with folks they may not get as much face time with in their daily projects and meetings.

12:45
Trial

In a self-serve world, the free trial is a huge growth lever. To make the most of our cross-functional time together, we had an interactive session dedicated to revamping our free trial experiences to deliver the most value possible to Pendo users.

2:15
PLG marketing

With a session comprised of 25% business, 75% fun, our PLG marketing team covered wins, losses, and lessons learned in 1H, then spent the majority of their session getting the creative juices flowing for 2H. We initially planned for two breakout sessions, but opted for just one to preserve team energy—don't be afraid to pivot!

3:20
Free to paid
insights

Our PLG data experts walked the team through key product signals related to our free > paid conversions. Since we are a highly engaged bunch, our presenters created a Miro board to capture questions and feedback throughout the presentation to avoid derailment and foster efficient conversations.

4:30
PLG teardown

If you haven't tuned into Pendo's [PLG Teardown](#) series, you've been missing out! In true Pendo fashion we hosted a live version of our Teardown series where the newest members of the PLG team disassembled our own product journeys based on the six key PLG principles.

5:30
PLG dinner

Time to unwind and refuel after a very busy day!

DAY 3: DEEP DIVES AND ROADMAP SETTING

9:00

Breakout session A: User journeys

Because we had a tight project deadline coinciding with our onsite, we hosted a working session for a tiger team to put the final touches on deliverables. If you have pending deadlines, be sure to use the onsite time however you need to to keep your projects on track! Since this session only applied to a small group, we scheduled another session at the same time for the rest of the team.

9:00

Breakout session B: Install doc review

In our self-serve journeys we are always striving to deliver the simplest, easiest, and most efficient experiences for our users. This means constantly reviewing our flows, documentation, and communications from the viewpoint of our end users. Because installation is such a critical step in the Pendo experience, we dedicated an onsite session to auditing, reviewing, and live editing our installation documentation. This session was hosted by our PLG engineers since they are most representative of the end users that typically conduct the installation process.

10:15

Breakout session C: Putting the happy in Pendo's happy paths

In a PLG world, successful user journeys are paved with happy paths and "aha moments." As a team we spent a highly interactive hour-long session identifying the key "aha moments" in Pendo's user journeys. We then worked in small teams to reimagine our flows to reduce time to value and increase delight for Pendo's top use cases.

11:30

Breakout session D: PLG for enterprise

Taking a product-led approach is key to driving a successful flywheel for enterprise customers, too. This session featured guest speakers from our enterprise team who walked us through the human-led experiences in Pendo's sales funnel. We then split in two team to find opportunities to "PLG-ify" these touch points.

12:30
Lunch

We had tacos!

1:30
**A surprise toast
for a PLG
milestone**

While this was not on the original agenda, fate would have it that we achieved a milestone in our self-serve sales in the middle of Day 2 of our onsite. This PLG team never passes on an opportunity to celebrate, so a few members of the team surprised the group with cake and champagne for an impromptu toast. If you are fortunate enough to have the timing we did of achieving a big goal while you are together, I highly encourage dropping any plans to make time to celebrate!

2:30
**Strategy to
achieve 2H
goals**

This interactive session had a simple agenda: Collect all ideas, takeaways, themes, and questions from sessions throughout the week and ruthlessly prioritize what we will action on as a team. While this took a ton of brain power after a pretty rigorous few days, it is so critical to distill your onsite into actionable next steps for your team while ideas are still fresh.

4:15
“Big retro”

Why keep the scrum retrospective just to engineering? Our team spent an hour looking back on how we’ve performed so far this year, ideating on ways to improve, and resolving to make 2-3 changes to our processes, structure, and routines.

5:00
Happy hour

We closed out the week with some quality time cheers-ing to our PLG team and work. If you want a happy team, don’t forget to factor in fun throughout your onsite!

CLOSING THOUGHTS

Whether remote or in-person, dedicating time to look back at your successes (and lessons learned) and collectively plan what comes next is an invaluable opportunity for any team. Laying an aligned foundation is key to achieving your goals, especially for a fast-paced, highly collaborative PLG team. For even more insight into Pendo’s PLG onsite, check out [this blog post](#).