

MODERN PRODUCT MANAGEMENT

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I love to build high performance teams of product managers and product designers. My working hypothesis is that great product leaders can make or break a product-led company.

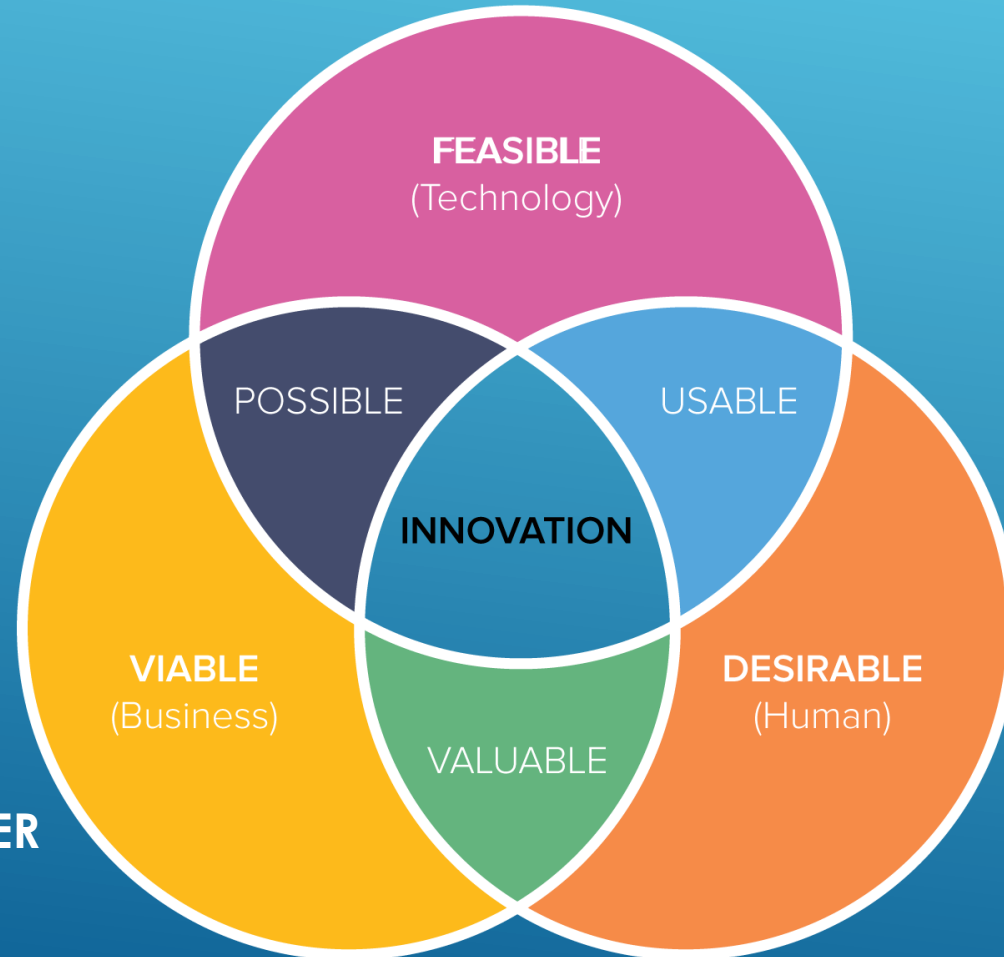


EMPOWERED PRODUCT TEAMS



GREAT PRODUCTS LIVE HERE

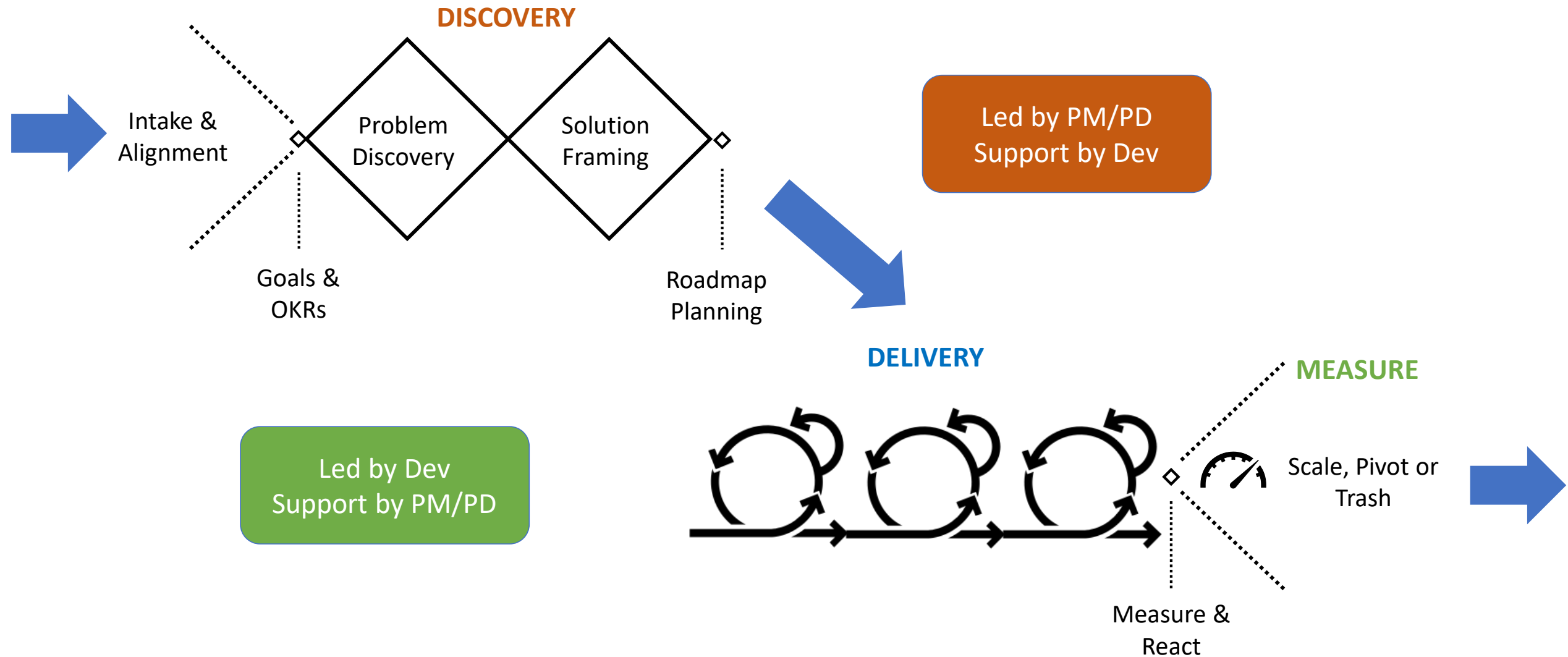
DEVELOPERS/QA/DEVOPS



PRODUCT MANAGER

PRODUCT DESIGNER

BALANCING DISCOVERY AND DELIVERY



PRODUCT PRINCIPLES

Vision and Strategy

- Vision (aspirational) and Strategy (major steps)
- Create/socialize with stakeholders & product squads

Discovery

- 65% of PM/PD time spent in collaborative discovery
- Two sprints of discovered and groomed backlog

Delivery

- PM = Value PD = Design
- Support developers who are building the products

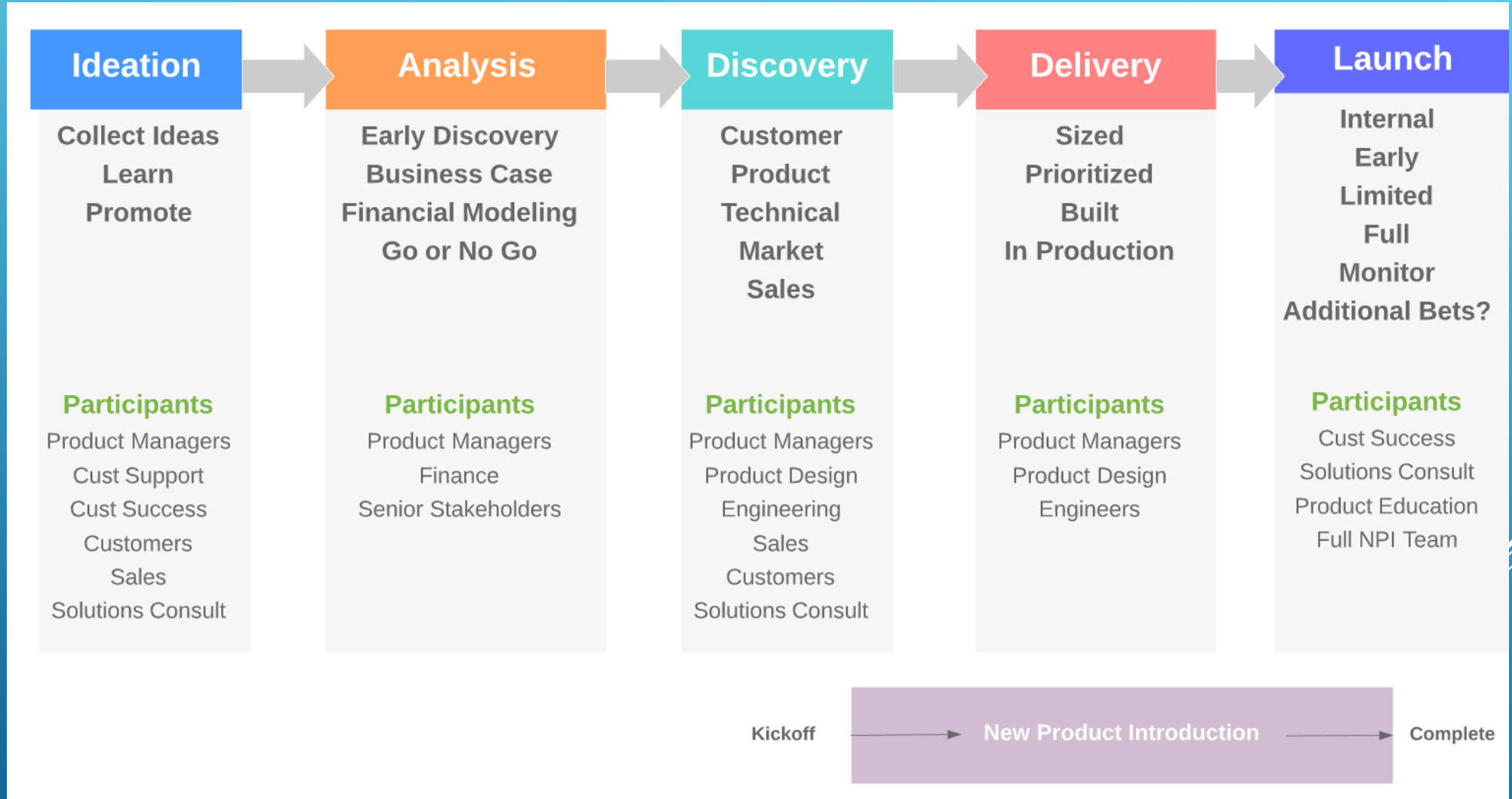
Outcomes

- Measure the difference our products make
- Use this data to make future product bets

New Product Process

- PM owns the overall new product process
- Ideation – Analysis – Discovery – Delivery - Launch

NEW PRODUCT PROCESS



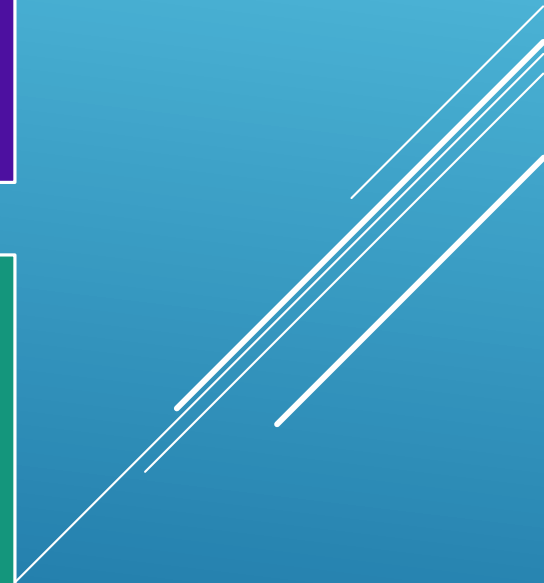
PRODUCT SKILL DOMAINS

Knowledge

Individual

Execution

Process



Knowledge

Market

Customer

Product

Technology

Design

Business
Financial

Individual

Team
Collab

Product
Evangelism

Time
Mgmt

Stakeholder
Mgmt

Community
Mgmt

Holisitic
View

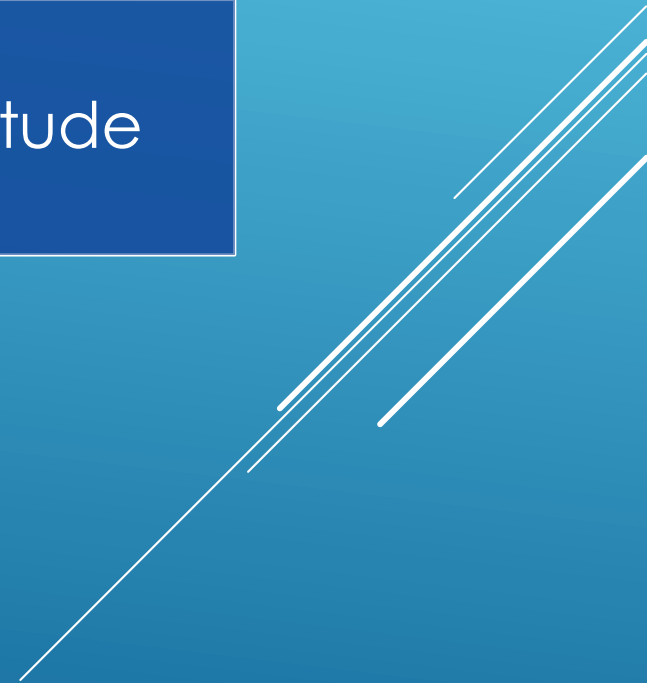
Execution

Sense of
Urgency

Framers

Judgement

Attitude



Process

Customer
Discovery

Product
Discovery

Product
Optimization

Product
Development



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QUESTIONS?