

PM Frameworks

Goal

1. Identify daily actionable frameworks that sharpen my operational skills
2. Identify strategy & product design frameworks to sharpen my creativity
3. Identify analytical tools to sharpen my estimation accuracy
4. Identify communication frameworks that allow me to command with words out loud or on paper
5. Identify systems design patterns that allow me to have more engineering context for decision making

Parking Lot

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Key Insights

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Follow-Ups

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Connect With

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Ideas

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Open Questions

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0 - Product Design

Context

- Source
 -
- Follow-ups
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- Ideas
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Core Concepts

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Notes

- [CIRCLES - Product Design](#)
 - Framework
 - **Comprehend Situation** - Who? What? How? Why?
 - **Identify Customer** - create personas
 - **Report customer needs** - as X, I want Y, so that Z
 - **Cut through prioritization** - Estimate the ROI
 - **List Solutions**
 - **Evaluate Tradeoffs** - thoughtful, analytical, objective
 - **Summarize recommendation** - what, recap, why v.s. Others
 - Practice
 - How would you improve Google Maps?
 - How would you reduce Gmail storage size?
 - How would you improve restaurant search?
 - What's favorite Google product? What do you like or not like about it?

Open Questions

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1 - Strategy

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

- [Saturation Framework](#)

- Key takeaway
 - Start with a question and split into a tree with opposing forks
- Notes
 - Example: How can we increase revenue?
 - Increase revenue
 - From existing customers
 - Sell them an updated product
 - Sell them an add-on
 - From new customers
 - Increase the number of clients
 - Increase the revenue per client
 - Decrease cost
 - Fixed cost
 - Decrease license fee cost
 - Decrease marketing cost
 - Variable cost (proportional to output)
 - Lower operation cost
 - Decrease cost per person
 - Decrease total headcount
 - Lower raw material cost
- [Stakeholder map](#)
 - Key Takeaway
 - Understand who is valuable in your stakeholder map
 - Notes
 - X-axis: Support
 - Y-axis: Influence
 - Challengers (Engage)
 - Strong opposition, Strong influence
 - Sleepers (Monitor)
 - Strong opposition, Weak influence
 - Champions (Protect)
 - Strong support, Strong influence
 - Supporters (Consult)
 - Strong support, Weak influence

Open Questions

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2 - Analytics

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

- [Estimation Problem](#)
 - Understand basic facts
 - US population: 300M
 - Average US household: 3
 - World population: 7.5B
 - US households: 100M
 - Area of Continental US: 3M square miles
 - Life expectancy: 80
 - Median household income: \$50,000
 - Hours in a year: 9,000 but you can say 10,000
 - Rule of 72: Calculates how long something takes to double. Take 72 and divide it by the percentage increase
 - Steps
 - Clarify the question
 - Remove as much ambiguity as possible
 - Catalog what you know
 - Population or even % of people who own a computer
 - Make an equation
 - Think about edge cases and alternative sources
 - Think about what may not fall into the framework you created
 - Identify the flaws and facts in your answer
 - Break it down
 - Come up with round easy even numbers to try in your equation
 - Review & state your assumptions
 - Be aware of your biases
 - State why you're making assumptions about numbers
 - Do the math
 - Sanity Check

- Review your answer and see if it makes sense and make the necessary adjustments
- Practice
 - How many queries per second does Gmail get?
 - How many iPhones are sold in the US each year?

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Open Questions

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3 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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4 -

Context

- Source
 -
- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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5 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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6 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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7 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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8 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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9 -

Context

- Source
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- Follow-ups
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- Ideas
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Core Concepts

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Notes

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Open Questions

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