

Product Manager in 2029

cheat sheet to becoming top 1%.

△ what is product sense?

↳ the skill of consistently being able to craft products (or make changes to existing products) that have the intended impact on their users

△ Product sense relies on

↳ empathy to discover meaningful user needs
↳ creativity to come up with solutions that effectively address those needs

△ why tech sense is important?

↳ create stronger bonds with engineering team
↳ ask your tech lead better questions
↳ challenge what the thinnest slice of a feature will look like
↳ understand what it means to struggle as a developer
↳ ability to challenge timelines
↳ ability to make informed decisions on trade offs
↳ ability to make informed decisions about tech debt

⚠ why being organized is important?

- ultimately, it enables you to ship products faster and higher quality
- being organized helps you execute faster than everyone
- you build up a lot of trust from never letting things fall through the cracks
- you will build a reputation of being reliable and someone you can rely on

⚠ why people skills is important?

- PMs can do very little on their own
- you need to be able to build relationships across the board
- most of your jobs come down to communication, sales, negotiation and presenting
- with all of the above, results are amplified if you know how to deal with people

⚠ why being hustle is important?

- The early bird gets the worm!
- leadership outsource more work to hustlers
- you get to take more penalties, you score more goals
- getting results as a PM is about making something happen

⚠ How to run your team

- bring positivity and enthusiasm every day
- remove any blocker that's preventing progress
- involve your team in planning
- foster a culture of relentless execution
- always provide full clarity and context
- be obsessed about your data

⚠ what is product discovery?

- set of activities that we perform with the intention of helping us to better answer necessary questions to define where, when and if we should evolve our Product

⚠ what do we do in product discovery?

- The main goal is deep understanding
- understand your users
- understand the market size
- understand the competitors
- understand the size of opportunity

⚠ Prioritization tips

- get direction from leadership
- evaluate impact and effort properly
- it is not prioritization until it hurts
- your default should be NO!
- involve your stakeholders

⚠ Building tips

- build the thinnest slice
- set ambitious deadlines
- unblock immediately and aggressively
- have your analytics in place
- whatever format gets it done

⚠ Launching tips

- full ownership
- flip the bits
- have a checklist
- controlled roll outs
- yell from the roof tops

⚠ Analyzing tips

- create feature health dashboards
- create BI dashboards
- double check your results
- report on the results

⚠ How to standout in interview

- build your personal profile
- showcase your skills
- build something unique with your application

⚠ Interviewing tips

- use the product
- formulate an opinion about the product
- ask questions about the product
- STAR can be useful
- know your stages