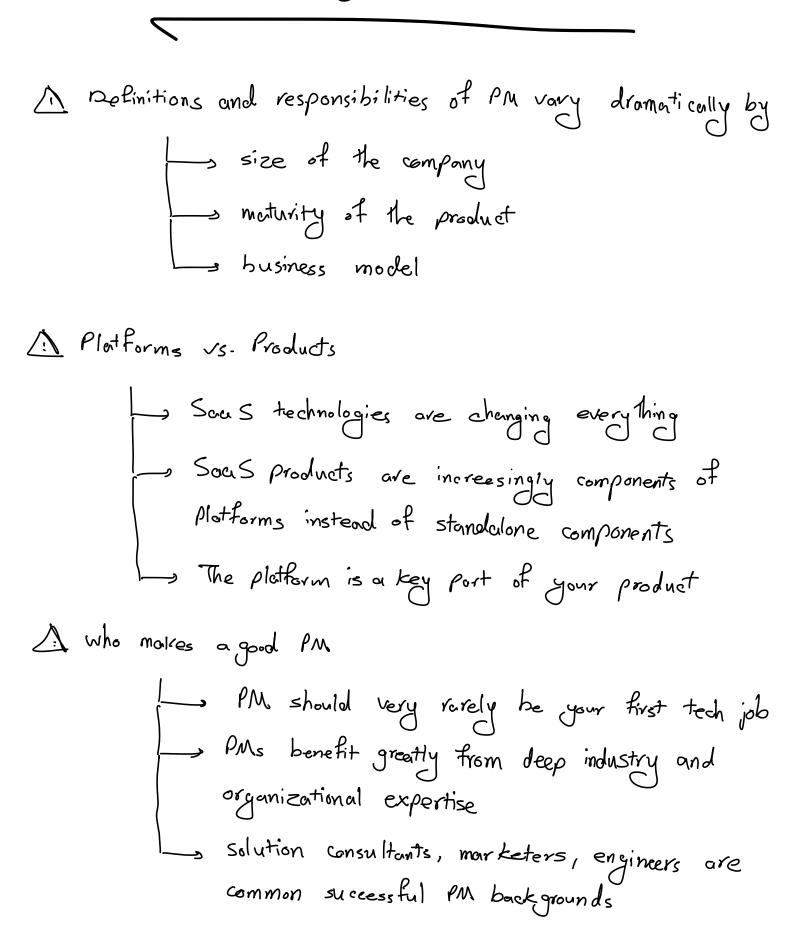
## Product Management For Enterprise



A Care concepts of product management
leurning your market
working with Per
1 How to become on information sponge
primary industry sources
-> divert customer research
divert customer research  gualitative intelligence
Primary industry research
don't believe everything you read!
remember: everything is marketing and no one
knows anothing
1. conducting customer research
want (or need)
Be sure to combine quantitative research with The
qualitative (and know how to balance the two)

	- remember: customers will only tell you so much!
	Qualitative research on your market
	It's up to you to go find them  Interest communities, meetups, even your competitor's support foral  Get social
	working with engineers
	sworking effectively with your engineering team is one of the most important skills for any PM we have great tools available to do this, but  sconceptual frame works and soft skills trump collaboration
	tools 10/10 times
<u> </u>	Fundamental concepts
	Jearn what Agile and Sarum are  Story points  Measuring engineering output for better planning

Popular tools for working with development
Jira Trello
In the "business" of product monagement
mencying outside influencers  wasking with partners on other teams
How do you identify success
success from PM's perspective
a more holistic view
s consider three-legged stool approach
Jusers  Source  Jusers  Jusers

<u> </u>	Interpreting Success or challenges
	reviewing metrics for Sales, users and engagement Provides a good basis for understanding traction
	high sales but low user growth or engagement?  Watch out!
	Jou're not charging enough
	incorporate this insight into product dere appment
	worleing with sales
	soles is the tip of the spear - never torget

sales is the tip of the spear - never forget

make sure sales has what it needs to be successful

be prepared to support sales when necessary, but

no more