# Communication for Product managers

⚠ what is a product team

↳ a cross functional group of individuals that work together to solve problems and feel ownership over a product or specific aspect of a product

⚠ The product team operates best when they feel ownership of a product & commitment to one another

⚠ There is no hierarchy in product teams

⚠ physical proximity allows for feedback and sharing of ideas

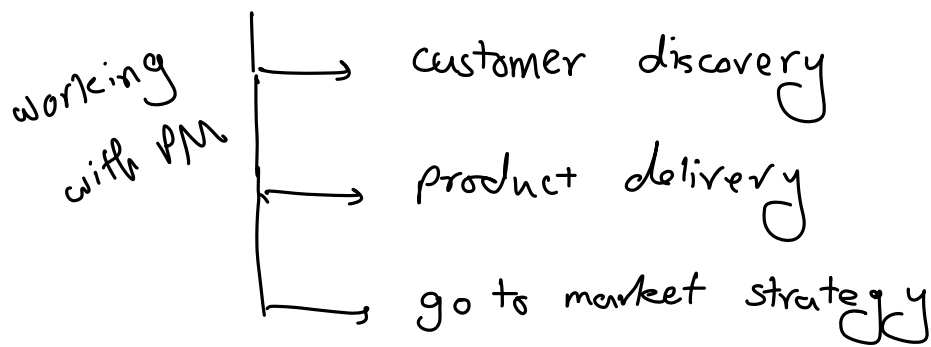⚠ Product manager responsibilities

↳ evaluate opportunities

↳ define the product

↳ exercise creativity and insight

↳ day-to-day tasks

  ↳ gather information, opinions, and insight

  ↳ share the product vision

  ↳ get buy-in from the team

⚠️ product designer should be involved starting with customer discovery interviews
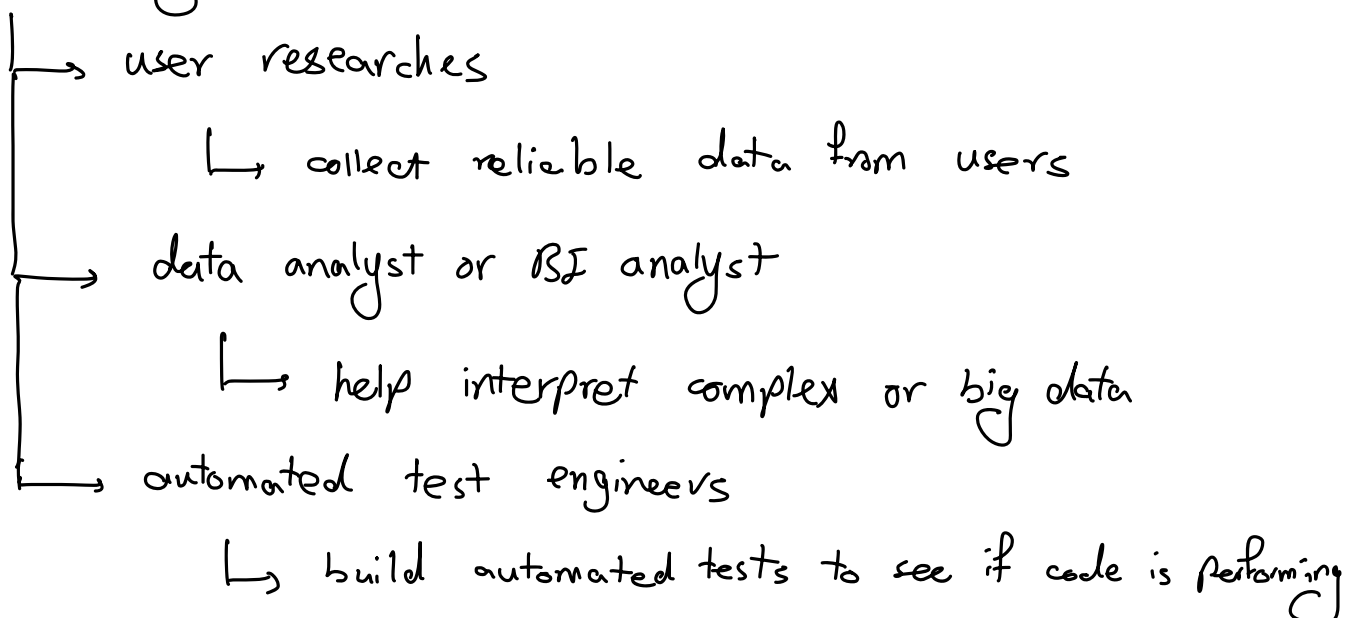
⚠️ The tech lead serves as the most frequent point of communication between teams

⚠️ Product marketing managers often focus on a target market not just one product

working with PM
→ customer discovery
→ product delivery
→ go to market strategy

⚠️ A product marketing manager creates your customer acquisition strategy

⚠️ supporting roles
→ user researches
→ collect reliable data from users
→ data analyst or BI analyst
→ help interpret complex or big data
→ automated test engineers
→ build automated tests to see if code is performing

△ why product roadmap

      ↳ leaders want to know that the product team is working on the highest-value tasks

      ↳ leaders need to be able to plan & run the business

△ Roadmap risks

      ↳ the map is handed down from leadership

      ↳ features & functions are tied to release dates

△ objectives - key results (OKRs)

      ↳ objectives: goals focused on solving customer problems

      ↳ key results: How you measure whether or not you were successful in achieving your objectives

△ A successful product roadmap is made up of projects that accomplish business objectives & it is aligned with product vision & product strategy

△ sprint Planning

      ↳ A key element of agile development that brings together your product team to refocus, minimize suprises & gurrantee higher-quality code

⚠️ The goal of sprint planning is to agree on a scope of work over a period of time

⚠️ product backlog

    ↳ short initiatives including bug fixes, functionality additions & risks — all organized by the PO or PM

⚠️ Agreeing on a scope of work

    ↳ acceptance criteria

    ↳ story point values

    ↳ velocity → $\sum$ story points in last sprints

    ↳ capacity → $\sum$ hours per week

⚠️ communicate a release

    ↳ confirm with your engineering team they've ready

    ↳ follow your company's release process

    ↳ inform your product marketing manager of changes

⚠️ During and after a release

    ↳ ask your testing engineers what they're discovering

    ↳ ensure all teams have communicated changes to customers

    ↳ share an internal note about the new release

⚠️ leadership concerns
- → Is the product team working on the highest-value tasks?
- → Can leaders plan & run the business?

⚠️ The head of product looks for efficiencies between product teams

⚠️ The CTO is responsible for managing resources & architecture

⚠️ Communicate with Sales
- → sets customers up for success
- → helps you understand customer needs

⚠️ Market your product
- → refer to customer interviews for key words or phrases
- → create visual assets that speak to your ideal customer

⚠️ Communicate with customer success
- → prepare them for an influx of support requests
- → use their concerns to inform your approach
- → ask how the current product is functioning

⚠️ Customer discovery is where you come to understand customer problems, needs, and opportunities