

Advanced Product Management - Leadership Communication

- ⚠ studies show that your audience will stop listening to your presentation within the first 10 seconds
- ⚠ remember to breathe and be confident at presentation
- ⚠ first of all, introduce your name and state your credentials
 - second, cost your hook
 - next, state your agenda
 - next, give a credible statement
- ⚠ your audience determine your content and format
- ⚠ Use colorful charts, graphs, evocative pictures and even animations
- ⚠ Make your text readable
- ⚠ If you should put a lot of text in a slide, use bullet points
- ⚠ color.adobe.com → for choosing colors

⚠ Storytelling : a way to convey an idea, situation or anything else to any group of people in an engaging way by using the power of emotional connection

⚠ Storytelling for product managers

- you need to be able to pitch ideas / concepts
- you need to be able to motivate people

⚠ How to tell a story

- current state of affairs
- how issues will be solved in the future
- make the connection to the present

⚠ Public speaking strategies

- get organized, prepare and practice
- speak about your topic with excitement
- focus on the material rather than the audience
- focus on the way you say the words
- access public speaking resources and materials

⚠ non-verbal communication \equiv body language

↳ all the physical aspects of our communication
(gestures, postures, and facial expressions)

⚠ when we're presenting or talking to anyone at all, maintain a base neutral posture

1) positive gestures

↳ raising your palms up & outward
↳ bringing your palms inward & touching your chest
↳ using your fingers to illustrate numbers
↳ using a chopping motion

⚠ negative gestures

↳ palms down gestures
↳ crossing your arms in front of you
↳ finger wag or pointing

⚠ As a listener

- lean forward slightly
- maintain their eye gaze
- keep your hands at your sides
- use facial expressions to show you're listening
- always stay awake

⚠ Big five traits

- openness
- conscientiousness
- extraversion
- agreeableness
- neuroticism

⚠ Standard personality test → Myers-Briggs

⚠ Why documentation matters

- understanding and time saving
- it enables you to easily look back
- it saves you time onboarding new people
- it makes you look very good

⚠ Leadership is the capacity to translate vision into reality

⚠ How to become a leader

- understand yourself as a leader
- motivate your teams
- be creative
- act like a role model
- stay connected to your emotions
- act with humility
- show passion for what you do
- communicate and listen

⚠ tips for good communication

- ask for input
- request feedback
- encourage reflection in your team
- provide feedback
- keep criticism positive and be encouraging
- never give criticism publicly
- quickly address any misconceptions

⚠ ways to gain influence

- build your reputation as an expert
- be an effective problem - solver
- give credit to your team when credit is due
- have an empathic positive attitude
- show passion for your career
- appeal to emotion

⚠ How to make yourself visible

- never eat lunch alone
- make presentations
- use social media
- jump in with both feet
- be innovative
- request professional development

⚠ things every product manager needs to do ASAP

→ the first week

- engage with and talk to users directly
- work with the customer service department
- take some support tickets

→ the first month

- set clear expectations with your CEO
- meet as many people as you can
- take walks one-to-one
- introduce yourself to stakeholders & team leaders
- read as much documentation as you can
- focus on your skills

⚠ product owner is responsible for handling things like backlog and tickets

⚠ PM hierarchy

- ① associate PM ② junior PM ③ PM
- ④ senior PM ⑤ product lead ⑥ Director of product
- ⑦ VP of product ⑧ chief product officer

⚠ tips on getting promoted

- think about why you want to be promoted
- consider other companies
- mention it early and often
- be aware of the company policies
- It's not always about you!

⚠ Personal branding

- have a website
- have a blog
- use social media

⚠ becoming a better PM

- play to your strengths
- even out your weaknesses
- be reliable
- don't gossip!

⚠ Managing PMs

- they're autonomous by nature
- PMs typically have more career experience
- you carry more responsibility than most managers

⚠ the job of managing PMs

- guide them in their career path
- support them in their initiatives
- give them feedback, coaching and constructive criticism
- serve as an advocate for them
- continually communicate the company and product goals
- be clear about your expectations
- help resolve conflicts
- help them develop skills in areas where they're lacking
- retain their talent

⚠ A 1-on-1 should be

- anything your direct report want it to be
- career development
- relationship building
- an opportunity for them to ask for help
- an opportunity for them to give you feedback

⚠ in order to have the best relationships with your boss, you need to know what their problems are, understand their situation and act accordingly

⚠ How to manage upwards easier and better

- ↳ make the task of managing you easy
- ↳ help them out whenever you can