

# An Encyclopedia of Product Management Behaviors

## New Items (5/2/19):

[What is Premature Optimization \(Effectiviology\)](#)

[The Appeal to the Stone Fallacy: When People Are Dismissive During Discussions \(Effectiviology\)](#)

[25 Tendencies of Human Misjudgement \(Neil Kakkar\)](#)

## Categories

- [attention](#)
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- [bias](#)
- [bragging](#)
- [bystander effect](#)
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- [choices](#)
- [collecting](#)
- [coolness, desire, envy](#)
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- [failure \(fear of\)](#)
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- [prospect theory](#)
- [promotions](#)
- [rhyming](#)
- [scarcity](#)
- [signaling](#)
- [social proof](#)
- [spin, subterfuge](#)
- [stoicism](#)
- [surprise](#)
- [symbolism](#)

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## attention

[How to Seize Attention - from a Sideshow Barker \(Better Humans\)](#)

[Attention Theories \(Changing Minds\)](#)

[Grabbing Attention - and Holding On to It \(InstigatorBlog\)](#)

[How to REALLY Pay Attention \(Medium\)](#)

1. *overlooked-object scavenger hunt*
2. *single-color scavenger hunt*
3. *spot something new every day*
4. *change perspective*
5. *reframe the familiar*
6. *walk with an expert*
7. *talk to a stranger*
8. *let a stranger lead you*
9. *take a day-long walk through an unfamiliar part of town*
10. *poeticize the irritating*
11. *look slowly*
12. *look slowly (really slowly)*
13. *look repeatedly*
14. *repeat your viewpoint*
15. *just listen*
16. *soundmaps*
17. *follow the quiet*
18. *don't look at your phone*
19. *misuse a tech tool*
20. *care for something*

## attitude

[How to Build your Attitude Muscle](#)

[The Principles of Adult Behavior](#)

[The Three Types of Specialists Needed for Any Revolution](#)

## beliefs

[How Belief Works - Some Theories](#)

## bias

[Is it Better if It's MAN-made? \(Stanford GSB\)](#)

[How to avoid cognitive biases when you get paid to think](#)

[The Most Common Cognitive Biases, Visualized](#)

[Which Cognitive Bias is Making NFL Coaches Predictable?](#)

[Take the Other to Lunch \(TED\)](#)

[18 Types of Mental Mistakes Caused by Cognitive Bias](#)

[How Cognitive Biases Affect Your Decisions](#)

[A Cognitive Bias Cheat Sheet](#)

[Why too much evidence can be a bad thing](#)

[Biases and Blunders](#)

## bragging

[The Best Article on Bragging - Ever](#)

## bystander effect

[Why "Open Secrets" exist in Organizations](#)

## charisma

# An Encyclopedia of Product Management Behaviors

[12 Influence & Charisma Tactics](#)

[8 Ways to be Uber-Charismatic](#)

[The Anatomy of Charisma](#)

[Who Wouldn't Want to be More Charismatic?](#)

[The Tricks to Make Yourself Effortlessly Charming](#)

[8 Body Language Tricks that are Hard to Master, but will Pay Off Forever](#)

## charity | chivalry

[The Principle of Charity](#)

[Rules for a Knight - a Timeless Guide](#)

[How to Be Polite](#)

## choices

[The Paralyzing Effect of Choice](#)

## collections

[What Makes People Collect Things?](#)

## coolness, desire, envy

[The Science of Snobbery](#)

[Why is Art Expensive?](#)

[Save it for Later: Bookmarking Apps and the Wish Economy](#)

[How to Manufacture Desire](#)

[The 4-Letter Code to Selling Just About Anything](#)

[The Neurological Pleasures of Fast Fashion](#)

[The Psychology of a Fanboy: Why You Keep Buying the Same Stuff](#)

## commitments

[Precommitment: Burning Bridges as a Strategic Decision](#)

## concepts

<https://conceptually.org/>

## (self) confidence

[Everybody Experiences Imposter Syndrome](#)

[Self-Appointed Geniuses](#)

## creativity

[Gamestorming](#)

[How to Use the "Equal Odds" Rule](#)

[The Psychology of Limitations](#)

## delegation

[Identify Leaders by Giving People Assignments](#)

[The Complete Guide to Delegation for Leaders](#)

[Turn the Ship Around](#)

[Turn the Ship Around \(Google Doc summary\)](#)

[Be a Minimally Invasive Manager](#)

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## failure

[Missing the Point about Failure](#)

[Scott Adams: Fail at Everything](#)

## familiarity

[The Science of Familiarity](#)

## fascination

[What are Personality “Archetypes”?](#)

[The Seven Triggers of Fascination](#)

## feedback

[The Essential Guide to Difficult Conversations](#)

[Have the Courage to Be Direct](#)

[The Key to Giving & Receiving Negative Feedback](#)

## getting things done

[8760 Hours: A Framework](#)

[Henry Rollins on Defining Success](#)

[Things that are NOT progress](#)

[Scott Hanselman's Productivity Tip Sheet](#)

[GTD in 15 Minutes: A Programmatic Guide](#)

[Do Something Small. Every Day.](#)

## grit, hustle

[A Dozen Lessons from Anthony Bourdain](#)

[Navy SEALs, grit & resilience](#)

[The Invention of Sliced Bread](#)

[The Hustler's MBA](#)

## habits

[Transform Your Habits, v2 \(pdf\)](#)

[Hooked \(Book Summary\)](#)

[Made to Stick \(Book Summary\)](#)

[The Fastest Way to Improve Your Life \(Better Humans\)](#)

[Hacking Habits to Make New Behaviors Stick \(99u\)](#)

[How to Stop Checking Your Phone \(Bakadesuyo\)](#)

[Finding that One Tiny, Addicting Behavior \(InstigatorBlog\)](#)

[The Toothbrush Test \(TNW\)](#)

[How to Make your Products Scientifically Irresistible \(Gainsight\)](#)

[Habits and Hooks \(CMXhub\)](#)

[The Habit Zone \(Nir and Far\)](#)

[Ryan Holiday interview \(Nir and Far\)](#)

[Building a Habit Guide \(James Clear\)](#)

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[Habit Stacking \(Farnam Street\)](#)

[Habits are the New Viral: Why Startups Must be Behavior Experts \(TechCrunch\)](#)

## humility

[Accidental Leadership](#)

[Fixing the "Smartest Person in the Room" Issue](#)

[The Manager Who Kept a Six-Year Diary of her Mistakes](#)

## influence

[Knowing When to Shut Up](#)

[How to Get an MBA from Eminem](#)

[Google: You Don't Need Power to Drive a Strategy](#)

[Influence Tactics: A Taxonomy](#)

[The Four Components of Influence](#)

[The Nine Primary Tactics Used to Influence Others](#)

[Moving Your Agenda Forward](#)

[You're Already More Persuasive than You Think](#)

[A/B Testing as a Surprisingly Effective Management Tool](#)

[Nudge \(Book summary - slideshare\)](#)

[The Tipping Point \(book summary\)](#)

[50+ examples of Robert Cialdini's 6 Principles Of Influence](#)

[23 Psychological Life Hacks to Gain an Advantage](#)

## leadership

[Carl Braun on Communicating Like a Grown-Up](#)

[The Great CEO Within](#)

[Awesome Leading & Managing List \(GitHub\)](#)

[How An Ancient Chinese War General Would Run Your Startup Better](#)

[Servant Leadership: Tastes Great. Less Filling.](#)

[Leadership Lessons from the Boston Red Sox](#)

[Lincoln's Principles of Leadership](#)

[U.S. Army Engineer School Commandant's Reading List](#)

[Eight Common Traits of Uncommon Product Leaders](#)

[Tribal Leadership](#)

[Why Should Anyone Be Led By You?](#)

[Unintuitive Things I've Learned About Management](#)

[Seven Leadership Lessons from a SEALs Commander](#)

[The Golden Rules of Leadership](#)

[The 21 Irrefutable Laws of Leadership by John Maxwell \(Book Summary\)](#)

# An Encyclopedia of Product Management Behaviors

[Managing Two People Who Hate Each Other](#)

[4 Leadership Types that can Destroy a Perfectly Good Strategy](#)

[Solitude & Leadership](#)

[25 Timeless Leadership Lessons that Just Plain Work](#)

[13 Life Lessons from Paris' Red Light District](#)

[Google's Quest to Build a Better Boss](#)

[Real Leaders Don't Do Focus Groups](#)

## likeability

[Getting People to Like You](#)

## loyalty & trust

[Loyalists vs. Mercenaries](#)

[Ten Techniques for Building Trust with Anyone](#)

[Authentic leadership](#)

[Willful Disobedience & the Character Traits of Independent Thinkers](#)

[How Darknet Sellers Build Trust](#)

## mental models

[Mental Models: The Best Way to Make Intelligent Decisions \(109 Models Explained\)](#)

[Useful Mental Models](#)

[Mental Models I Find Repeatedly Useful](#)

[13 Mental Models Every Founder Should Know](#)

1. *regret minimization*
2. *idea mazes*
3. *schlep blindness*
4. *jobs to be done*
5. *min viable product*
6. *confirmation bias*
7. *product mkt fit*
8. *100 people love*
9. *AARRR*
10. *Network effects*
11. *Economies of scale*
12. *Disruption*
13. *Triangles of success*

## mentors

[Mentors are the Secret Weapon of Successful Startups](#)

## motivations

[The Elephant In the Brain \(Book Outline\)](#)

[Reiss' 16 Human Needs](#)

[Spark: a Book Summary](#)

[How to Mentor a Perfectionist](#)

[Theories of Motivation](#)

[A Crash Course in Human Motivation](#)

[Managing the Invisibles](#)

## negotiation

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[Stalin at Yalta: Tips from the Master](#)

[Never Split the Difference \(Chris Voss\) \(Book Summary\)](#)

[James Altucher's Negotiation Cheat Sheet](#)

[Six Hostage Negotiation Techniques](#)

[How to Negotiate with a Liar](#)

[How to Negotiate with Someone More Powerful than You](#)

[How to Negotiate Like a Car Salesman \(Eeew.\)](#)

[Ask a Hostage Negotiator: How to Ask for a Raise](#)

[When Should You Accept an Exclusive Deal?](#)

[How to Deal with Difficult People](#)

[The Best Way to Win an Argument](#)

## **persuasion**

[The Burden of Proof \(Effectiviology\)](#)

[Handicapping & Strength \(Effectiviology\)](#)

[42 Personality Archetypes - and How to Sell to Them](#)

[A Handbook of Persuasion Techniques](#)

[14 Time-tested Writing Techniques](#)

["Too Much Evidence" Backfiring](#)

[Persuasion Tips for Product Managers](#)

[How to be the Most Persuasive Person in the](#)

[Room](#)

[How to Persuade Anyone, of Anything, in 10 Seconds](#)

[The Seven Triggers of Web Design](#)

[Favorite Pop Psychology Books, 2012](#)

[The "But You Are Free To..." Technique](#)

[The Wishpond Guide to Conversion Optimization](#)

[How to Sell Anything: Aristotle & the Ancient Art of Persuasion](#)

[15 Psychological Triggers](#)

[30 Conversion Optimization Tactics](#)

[The Psychology Behind Costco's Samples](#)

[How Grocery Bags Manipulate Your Mind](#)

[Why People Buy Perception - Not Reality](#)

["Get Them to Say No"](#)

[How a Preview Image Increased Conversions by 359%](#)

[19 Psychological Sales Hacks](#)

[The 20 Best Lessons from Social Psychology](#)

[Product Leadership Rules to Live By From My Experience at Pandora](#)

## **power | respect**

[The 48 Laws of Power - Summary](#)

[How to Get Respect \(bakadesuyo\)](#)

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[The Best Management Memo - Ever \(Design Observer\)](#)

## pressure

[How to Focus & Make the Best Move When There Are No Good Moves \(Farnam Street\)](#)

[What a Football Coach Taught me About Product Management \(Medium\)](#)

## prospect theory

[What is Prospect Theory?](#)

## promotions

[How to Get Promoted on Merit, Not Hubris \(Better Humans\)](#)

## rhyiming

[Why Rhyiming Makes Your Message More Persuasive \(Effectiviology\)](#)

## scarcity

[How Artificial Scarcity can Boost Desire](#)

[The Science of Scarcity](#)

[Pliny the Elder: a Case Study of Scarcity Marketing](#)

## signaling

[Mixed Signals: Why People Misunderstand Each Other \(Atlantic\)](#)

## social proof

[The Most Important Selling Factor](#)

[The Power of Customer Testimonials](#)

[4 Social Proof Techniques for E-Commerce](#)

[Social Proof Factors](#)

## (public) speaking

[Pro Tip: Block Your Talk](#)

[Public speaking for Introverts](#)

## spin, subterfuge

[The Master of Spin \(CJR\)](#)

[How Asian dating sites cracked the code \(Qz\)](#)

## stoicism

[How to Be a Stoic \(New Yorker\)](#)

## surprise

[YouTube Toy Unboxing - is a Thing \(Vox\)](#)

## symbolism

[Symbols that Can't Last Forever \(99% Invisible\)](#)