



Welcome to this session:

Q&A Session

Product Management

The session will start shortly...

Any Questions?
Drop them in the questions section.





Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are smiling and looking towards the camera. The image has a teal overlay.

HOUSEKEEPING

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.



Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- [GitHub Link to access L&M Presentation Slides](#).



PLEASE
NOTE...

A group of four professionals (three men and one woman) are gathered around a conference table in a modern office setting. One man is standing and gesturing while speaking to the others who are seated. The table is covered with papers, notebooks, and glasses of water. A large whiteboard with diagrams is visible in the background.

PRODUCT MANAGEMENT ROLE

Question 1

“What is the Role of Product Management in Business?”



PRODUCT MANAGEMENT ROLE

Product management is the organisational function that guides the **life cycle of a product from ideation to market launch** and beyond.

Roles include strategising, defining customer needs, collaborating with cross-functional teams, and **ensuring the product aligns with the company's goals.**

An essential aspect is managing trade-offs between speed, quality, and cost while **maintaining a focus on delivering value to customers.**

RESPECT

Respect **diverse perspectives**
during trade-off discussions,
such as balancing speed,
quality, and cost.





VITAL TO BUSINESS GROWTH



Question 2

“Why is Product Management Vital to Business Success?”

VITAL TO BUSINESS GROWTH

Effective product management **bridges the gap between market needs and business goals**, ensuring alignment and timely execution.

Apple's consistent innovation **owes much to its focus on customer feedback and iterative design**, which are core product management practices.



VITAL TO BUSINESS GROWTH

Poor product management, such as **ignoring customer feedback or misaligned priorities, often leads to failure**. Quibi is a notable case, where lack of clear audience understanding led to its downfall despite significant investment.

Product managers also play a pivotal role in **managing resources efficiently, reducing risks**, and ensuring the product aligns with the broader organisational vision.

A woman with braided hair, wearing a cable-knit cardigan over a black turtleneck, is smiling and looking towards two other people in a meeting. The scene is dimly lit with a modern lamp in the background.

KEY SKILLS & TRAITS



Question 3

*“What Key Skills
and Traits
Define
Successful
Product
Managers?”*

KEY SKILLS & TRAITS

Top Traits Include

Empathy: Understanding **user needs and pain points**.

Strategic Thinking: **Long-term planning** aligned with business goals.

Adaptability: Handling **market shifts or resource constraints** with resilience.

Collaboration: **Bridging** technical and business teams.

KEY SKILLS & TRAITS



McKinsey & Company highlights that **adaptability and effective communication are non-negotiables** for high-impact product managers.

Additionally, proficiency in data analysis, prioritisation frameworks like RICE (*Reach, Impact, Confidence, Effort*), and **leadership skills contribute to success.**



VISION

COMMON PRODUCT VISION

Question 4

*“How Can Leaders
Motivate and
Align Teams
Around a
Common Product
Vision?”*



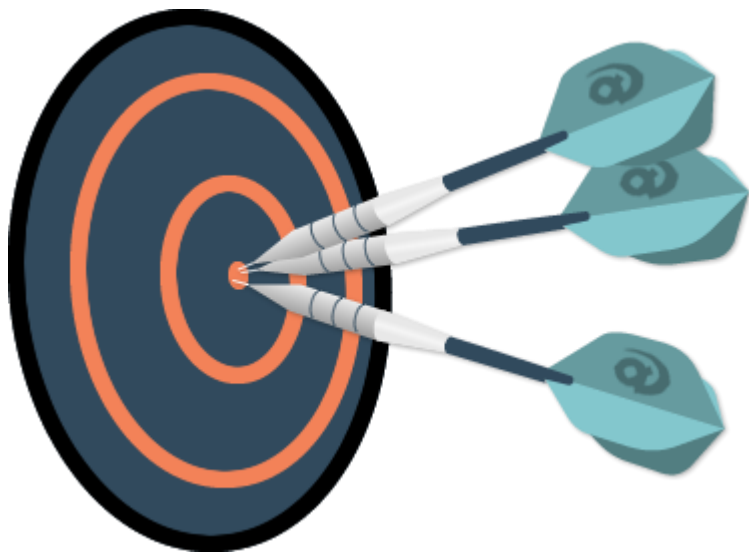
COMMON PRODUCT VISION

Clarity in Communication: Share a compelling vision that resonates with all stakeholders. Use **storytelling to connect emotionally** with the team.

Involve the Team: People feel motivated when they **contribute to shaping the vision**. Encourage brainstorming sessions or collaborative road mapping.



COMMON PRODUCT VISION




Recognise Achievements: Small wins build momentum and **reinforce positive behaviour.**

Consistency: Leaders who model the vision inspire follow-through. **Actions must align with stated objectives.**

LIBERTY

Aligning individual goals
with the organisation's
vision empowers employees,
**giving them a sense of
purpose and autonomy.**



A photograph of two women, one white and one Black, smiling and collaborating at a desk. The white woman is holding a tablet, and the Black woman is pointing at a laptop screen. A smartphone is also on the desk. The image has a teal overlay.

COLLABORATION AND CONFLICT RESOLUTION



Question 5

“How Can Cross-Functional Collaboration and Conflict Resolution Be Fostered?”

COLLABORATION AND CONFLICT RESOLUTION

Establish Common Goals: Highlight shared objectives to **build unity and mitigate siloed thinking.**

Facilitate Open Dialogue: **Voice concerns without judgment.** Use neutral moderators if needed.

Use Conflict as Growth: Frame disagreements as opportunities for innovation. **Emphasize constructive feedback** over blame.

COLLABORATION AND CONFLICT RESOLUTION



Tools like Jira, Trello, or Slack can also help streamline cross-departmental communication.

Training on conflict resolution techniques, such as active listening and negotiation, empowers teams to handle disputes independently.

RULE OF LAW

Promote structured collaboration frameworks (*like RACI*) and tools that establish **clear roles, responsibilities, and processes**, ensuring fairness and accountability.



CONCLUSION



CONCLUSION

Effective product management
a strategic pillar that **bridges
vision, execution, and impact.**

By fostering essential skills,
aligning teams, and leveraging
cross-functional collaboration,
leaders can **drive innovation and
sustained success.**



RESOURCES

A black and white photograph of a large stack of books. In the foreground, an open book lies flat, and a pair of glasses rests on its pages. The background is filled with more stacks of books, creating a sense of a library or a vast collection of resources.

RESOURCES

Articles:

- ✓ [Customer Driven Product Management](#)
- ✓ [How Apple Is Organized for Innovation](#)
- ✓ [11 reasons why Quibi crashed and burned in less than a year](#)
- ✓ [What separates top product managers from the rest of the pack](#)
 - ✓ [RICE Scoring Model](#)
- ✓ [The Link Between Purpose and Employee Engagement](#)
- ✓ [What Is a RACI Chart? How to Use RACI to Assign Project Roles](#)

Thank you for attending



CoGrammar



Department
for Education