



Welcome to this session:

Open Session:

*Understanding the
Foundations of
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.



PLEASE
NOTE...

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...



LEARNING OBJECTIVE

Learning Objective



- Understand the definition and role of product management, its importance in business, and the **key skills and traits of successful product managers**.
- Leave with **practical insights** you they can immediately start applying in their own workplaces.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT

A person wearing a dark jacket and carrying a large bag is walking away from the camera on a snowy path. In the background, another person is walking, and a bench is visible on the left. The scene is set in a snowy, open area with trees in the distance.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

At its core, product management is about identifying customer problems, **finding the right solutions**, and ensuring those solutions are delivered effectively.

It's like being the **glue that connects the customer, technology, and business**, ensuring all three work seamlessly together.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Spotify's User-Centric Approach to Playlists

Before Spotify, creating personalised playlists was time-consuming and clunky. Spotify's product management team identified a key user pain point: **music lovers wanted personalisation but without the effort**. Enter features like **Discover Weekly** and **Daily Mixes**.

These features are driven by advanced algorithms and a deep **understanding of user preferences**, delivering curated music that feels like it was made just for you.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Spotify's User-Centric Approach to Playlists

This **wasn't just about the technology**; it required product managers to balance:

- **Customer Needs:** Personalisation and convenience.
- **Business Goals:** Increasing user engagement and subscription retention.
- **Technology Feasibility:** Implementing complex recommendation algorithms effectively.

DEMOCRACY

When Spotify's product managers developed Discover Weekly, they **considered feedback from multiple sources**, including users and internal teams, to ensure the final product met broad needs.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT



Product Managers as Mini-CEOs

Think of **product managers as the mini-CEOs of their products.**

While they don't own the engineering resources, marketing budgets, or sales teams, they are **responsible for ensuring everything aligns** with the product's vision and strategy.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Product Managers as Mini-CEOs

For example, when Slack was in its infancy, its product managers worked tirelessly to:

- **Gather insights** from early adopters.
- **Prioritise features** that made workplace communication simpler and more enjoyable.
- **Align with business goals** like user growth and revenue while keeping the experience frictionless.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Translators and Influencers

Product managers excel in their **ability to act as translators and influencers**. For instance, when Google was developing its search engine enhancements, product managers had to:

- **Translate user feedback** (“We want faster and more relevant search results”) into specific technical requirements for engineers (e.g., improving PageRank algorithms).
- **Influence teams and stakeholders** without direct authority by clearly communicating how these enhancements aligned with Google’s mission to organise the world’s information.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Key Points

Influence Over Ownership

Product managers don't own the resources; they can't command developers to work on specific features or marketing to run certain campaigns. Instead, they influence decisions by:

- Crafting a compelling **product vision**.
- Backing their **recommendations with data**.
- Building **relationships across teams** to foster collaboration.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Key Points

Customer-Centric Requirements

A product manager's job is to **translate customer needs into actionable development tasks.**

For example, when **Airbnb identified that hosts wanted better control over pricing**, product managers didn't just take that feedback at face value. They worked with design and engineering to create Smart Pricing, which automatically adjusts pricing based on market demand.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Key Points

Creating Value for Customers and Businesses

The ultimate goal of product management is to **deliver value to both customers and the business**. For instance:

- **Customers:** gain value through innovative, user-friendly solutions.
- **Businesses:** gain value through increased revenue, market share, or user loyalty.



IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

The success of any product; whether it's a groundbreaking app, a physical item, or even a service; relies on **understanding customer needs and delivering solutions that meet or exceed those needs** better than competitors.



IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Amazon's Relentless Focus on Customer Needs

Amazon thrives due to its strong product leadership.

One standout example is **Amazon Prime**. The product managers behind Prime **didn't just launch a subscription service; they identified core customer pain points**; shipping delays, lack of immediate entertainment access, and limited e-commerce benefits, and addressed them in a single offering.



IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Amazon's Relentless Focus on Customer Needs

Prime's success was driven by:

- **Customer obsession:** Every feature, from free two-day shipping to Prime Video, is designed to solve real customer problems.
- **Business adaptability:** Amazon continuously evolves Prime based on customer feedback, **adding features like Prime Wardrobe and same-day delivery.**

RULE OF LAW

Amazon Prime's
development **respected**
consumer protection laws
while addressing
customer needs for
seamless service.



IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Key Points

Bridging the Gap Between Customers and Business

Product management acts as the critical link between **what customers expect and what the business can deliver.**

Netflix's decision to launch Skip Intro was not just a technical decision but a customer-focused one, responding to user behaviour and preferences.

NETFLIX

IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Key Points

Driving Innovation and Market Adaptation

Markets change rapidly, and product management ensures companies stay ahead.

Consider Zoom during the COVID-19 pandemic. Its product management team quickly scaled operations, **launched new features like virtual backgrounds, and addressed security concerns to meet surging** demand while ensuring a superior customer experience.



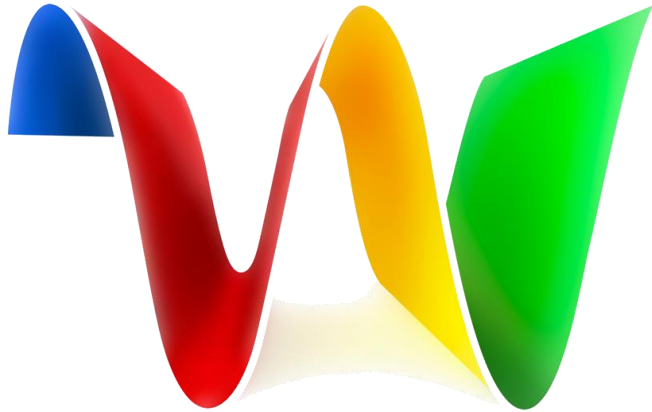
IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Key Points

Avoiding Missed Opportunities

Without effective product management, organisations **risk developing products that miss the mark.**

Google Wave (2009) was an ambitious project but **failed to gain traction due to unclear positioning and lack of alignment** with customer needs.



Google wave

A woman with braided hair, smiling and looking down, is the central figure in the foreground. In the background, two other people are visible, looking at a large screen or whiteboard that displays some charts and diagrams. The overall scene is a professional meeting or collaborative work environment.

KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

Great product managers aren't born; **they're made.**

They develop a unique **blend of strategic thinking, communication skills, user empathy, and adaptability** that allows them to thrive in a role that's equal parts visionary, diplomat, and problem-solver.



KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

Strategic Thinking

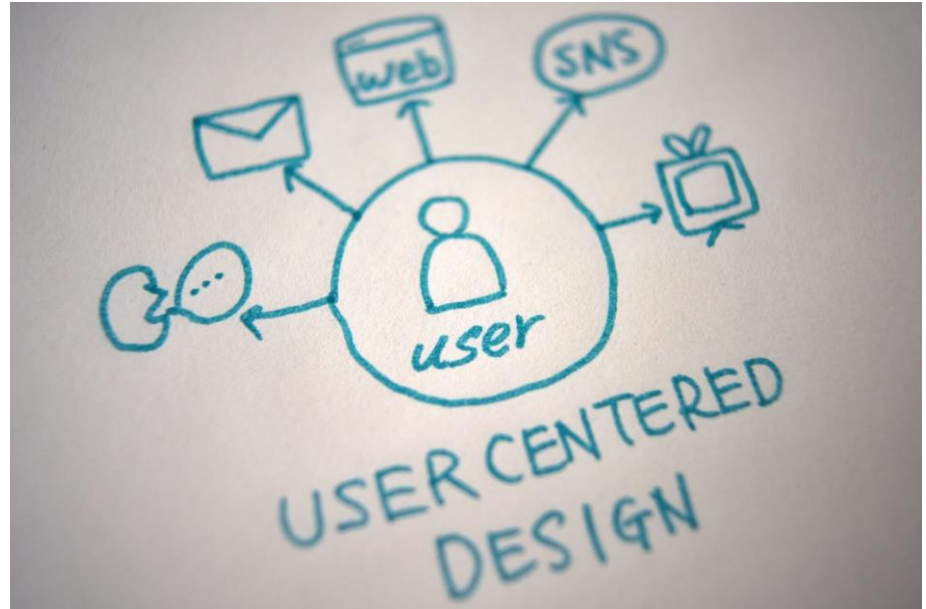
Strategic thinking is the **ability to see the bigger picture**, connect the dots between different factors, and **prioritise long-term growth** over short-term wins.



KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

User-Centric Design

User-centric design is about deeply understanding customer pain points and designing solutions tailored to their needs.



KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

User-Centric Design

Airbnb's founders faced the **challenge of convincing homeowners to list their properties**. Through user interviews, they uncovered pain points: people were hesitant due to safety concerns and poor communication tools.

Airbnb product managers responded by:

- Adding **verified reviews** to build trust.
- Introducing **instant booking features** to eliminate back-and-forth emails.
- Designing a **host insurance policy** to alleviate safety concerns.

KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS



Communication and Leadership

Product managers **are storytellers and motivators.**

They communicate the product vision to cross-functional teams, align stakeholders, and **inspire action; even without formal authority.**

KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

Communication and Leadership

When Slack launched, its product managers didn't just explain features to engineers and marketers; **they told a compelling story about the future of workplace communication.**

By painting a vision of **teams spending less time on emails and more time collaborating**, Slack's PMs inspired buy-in across teams.



INDIVIDUAL LIBERTY

Encourage product managers to use their skills **to create products that enhance users' autonomy and freedom**, such as Slack's tools for better workplace communication.



KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS



Adaptability

Adaptability is the ability to **pivot when things don't go as planned.**

Demonstrating resilience and resourcefulness in a dynamic environment.

KEY SKILLS & TRAITS OF SUCCESSFUL PRODUCT MANAGERS

Adaptability

During the **COVID-19 pandemic**, Zoom faced **unprecedented demand**. Overnight, their infrastructure had to support millions of additional users:

- **Scaling server capacity** in record time.
- **Prioritising security updates** to address rising concerns about privacy.
- **Launching new features** like breakout rooms to meet emerging customer needs for virtual classrooms and events.



CONCLUSION

A dark, moody image featuring a film strip running horizontally across the center. The words "THE" and "END" are printed in large, bold, black capital letters on two adjacent frames of the film strip. In the background, a large, metallic film reel is visible, partially obscured by the film strip. The overall aesthetic is cinematic and vintage.

THE END

CONCLUSION

Key Points

- Product management is the art and science of **delivering value by aligning customer needs, business goals, and technical capabilities.**
- It's a critical role in any organisation **aiming to innovate and stay competitive.**
- **Developing key skills** like strategic thinking, empathy, and adaptability is essential for success.

CONCLUSION



Risk management isn't just for energy projects.

It's a mindset; a way of planning for the unexpected in everything you do.

CONCLUSION

Practical Application

Tomorrow, start observing the products and services you interact with.

‘What problem is this solving? How could it be better?’

Then, think about how you **can apply that mindset in your current role.**



RESOURCES

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

RESOURCES

Articles

- ✓ [King's launches Postgraduate Certificate in Product Management](#)
- ✓ [Why Product Management is more important than ever](#)
- ✓ [Design Thinking Defined](#)
- ✓ [Product Leadership Skills: Influence Without Authority](#)

Thank you for attending



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for Education