

Brian's Encyclopedia of Product Management Behaviors

The following list is collected from my library of product management best practices, tips, how-tos, and case studies. The first release is restricted to behavioral topics; future releases will expand this doc to include more technical topics.

Some links (only a few) include a list of bullet points from the article. I expect this feature to be included in the future.

Behavioral topics have considerable overlap. I also expect to revise these categories based on your feedback.

Enjoy!
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attention

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

[Attention Theories](#)

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

[How to REALLY Pay Attention](#)

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](#)

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bias

[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](#)

charisma

[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](#)

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[Decision](#)

concepts

<https://conceptually.org/>

(self) confidence

[Everybody Experiences Imposter Syndrome](#)

[Self-Appointed Geniuses](#)

controversy

[A Guide to Curating Controversial Content](#)

creativity

[Gamestorming](#)

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

[The Psychology of Limitations](#)

culture

[Good & Bad Organizations](#)

[If You Do Something, STAND For Something](#)

[How to Scale a Company's Culture](#)

[Building a Culture](#)

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](#)

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](#)

leadership

[The Great CEO Within](#)

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

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[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 \(Book Summary\)](#)

[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](#)

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](#)

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](#)

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habits

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

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

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

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

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

[How to Stop Checking Your Phone](#)

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

[The Toothbrush Test](#)

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](#)

interviews

[Find a Top Performer Every Time with These Interview Questions](#)

[The Best Interview Question I've Ever Heard](#)

[Meta-analysis: the Best Interview Questions to Spot Ideal Employees](#)

likeability

[Getting People to Like You](#)

learning

[Learning - Faster & Better](#)

[21 Learning Methods \(a little fuzzy for me, but...\)](#)

mental models

[Mental Models: The Best Way to Make Intelligent](#)

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[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

[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

[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](#)

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[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](#)

[The Best Management Memo - Ever](#)

pressure

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

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

prospect theory

[What is Prospect Theory?](#)

promotions

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

rhyming

[Why Rhyming Makes Your Message More Persuasive](#)

scarcity

[How Artificial Scarcity can Boost Desire](#)

[The Science of Scarcity](#)

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

signaling | communicating

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

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

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](#)

spinning & subterfuge

[The Master of Spin](#)

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

stoicism

[How to Be a Stoic](#)

surprise

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

symbolism

[Symbols that Can't Last Forever](#)