***Session By Shreyas Doshi***

I recently attended a session conducted by The Product Folks featuring Shreyas Doshi, where he shared valuable insights on product management. Here are the key takeaways from the session:

💡Staying updated: As a Product Manager, it is crucial to stay abreast of emerging trends and technologies. Leveraging AI tools can enable smaller and more productive teams, leading to efficient product development processes.

💡Driving adoption: The primary responsibility of a Product Manager is to ensure that people adopt a product based on its merits. Understanding the value proposition and effectively communicating it to potential users is essential for successful adoption.

💡User churn analysis: Many companies fail to understand why users stop using their products. To address this, Product Managers should identify the threshold within a product where users intend to perform an action but do not follow through. By uncovering and addressing these pain points, products can be improved and user engagement can be enhanced.

💡Taking initiative: Product Managers who demonstrate a high agency mindset find ways to accomplish tasks without waiting for external cues. This proactive approach is highly valuable in the fast-paced product development process where time is of the essence.

💡Managing career: The mid-career phase is critical for Product Managers. It is important to treat one's career as a product and invest time in building skills beyond current projects. This helps to stay relevant and adaptable in the rapidly evolving technology landscape. Balancing work and personal growth is essential to avoid diminishing returns.

💡Philosophy and empathy: Incorporating philosophy can deepen the understanding of users and customers. By questioning and understanding one's own thoughts and feelings, Product Managers can develop a better understanding of others and create products that resonate on a deeper level.

💡Talent and hard work: Talent holds more significance than hard work. Identifying one's talents and then working hard to develop them is key to building a successful and fulfilling career as a Product Manager.