**Draft\_Moderator questions for panelists \_PM EVENT**

**PM = Product Management**

1. How does applying product management methodologies improve deliverables and accelerate progress?
2. What are the biggest obstacles surrounding getting teams engaged with product management philosophies, and what are some key strategies to improve adoption?
   1. Examples of obstacles could include organizational culture, bureaucratic processes, lack of agility.
3. If I’m working with the PM Methodology, how can I work with other partners and/or stakeholders who are not?
   1. Develop buy-in to communicate the value added
4. How can PM be adapted to less traditional Product development settings (such as Policy)?
5. Why is PM so popular as a way to work, and how realistic is it to see successfully applied within a governmental structure(s)?
6. How would you say PM differs between the private and public sector? For example, in the accountabilities, standards and ethics?
7. What are the ways to implement product management strategies within a government setting?
8. What are some good use cases to read up on about successful product management in the public service?
9. How can I best explain what PM is and its benefits to senior executives?
10. Are projects still used in Product Management?
11. How can we fund product teams with members from different branches?
12. What is an MVP (Minimally Viable Product)? What are the key roles needed in successfully delivering a minimally viable product?
13. How does Product Management tie into our Digital Service Strategy?