

PRODUCT MANAGEMENT

PDM 5.0

Introduction + Orientation

Introduction + Orientation

LESSON ROADMAP



Welcome
+
Warm-Up

Meet Your GA
Instructional
Team

Course
Overview
+ Policies

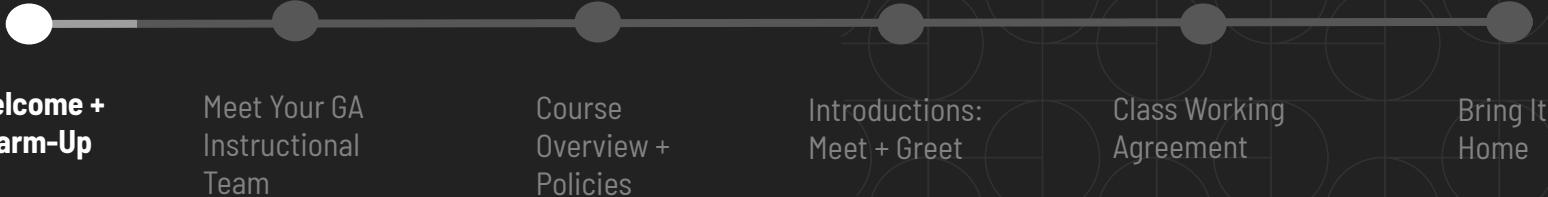
Introductions:
Meet + Greet

Class
Working
Agreement

Bring It
Home

Welcome + Warm-Up

Introduction + Orientation



WELCOME!

We're excited you're here.



**General Assembly's mission is to
empower people to pursue the work they
love.**



AGENDA

1

Orientation to your
course & classmates
45 minutes

2

**Introduction to Product
Management** (Part 1)
45 minutes

3

Break
10 minutes

4

**Introduction to Product
Management** (Part 2)
20 minutes (see how we go)

Most classes begin with a set of learning objectives to outline the intended instructional outcome. For this class, we simply have general objectives to complete tasks or action items.

MEET YOUR GA TEAM

Introduction + Orientation



Welcome +
Warm-Up

**Meet Your GA
Instructional
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Overview +
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MEET YOUR LEAD INSTRUCTOR



Liam Casey (He/Him)

- 20 years in Tech, Product, Design, Teaching
- 7 years in Design Strategy - consultant / coach
 - Design integration
 - Brand strategy
 - Product strategy (physical & digital)
- 8 years in Product Management
 - North American ski schools
 - Australian surgeons
 - Global elite sports & physios
- Favourite Product: Rivian - Electric Adventure Vehicles

Ulysses

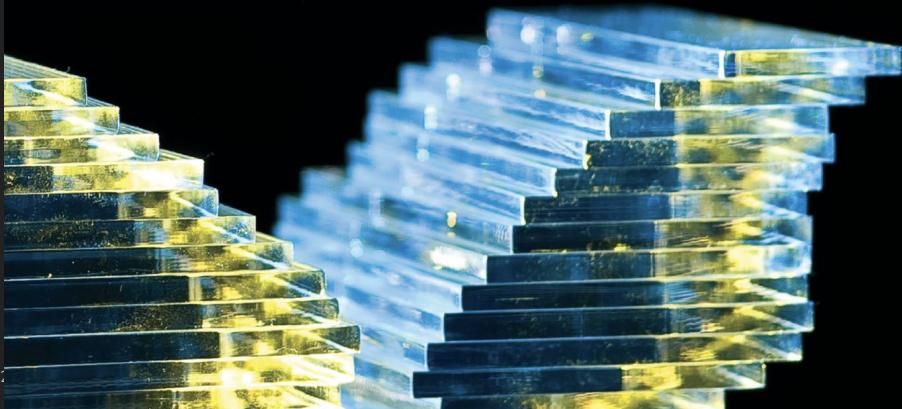
TRANSFORMING BUSINESS
THROUGH DESIGN

Liam Casey

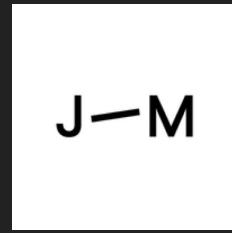
Creative Industries Unit, DEEDI
Queensland Government

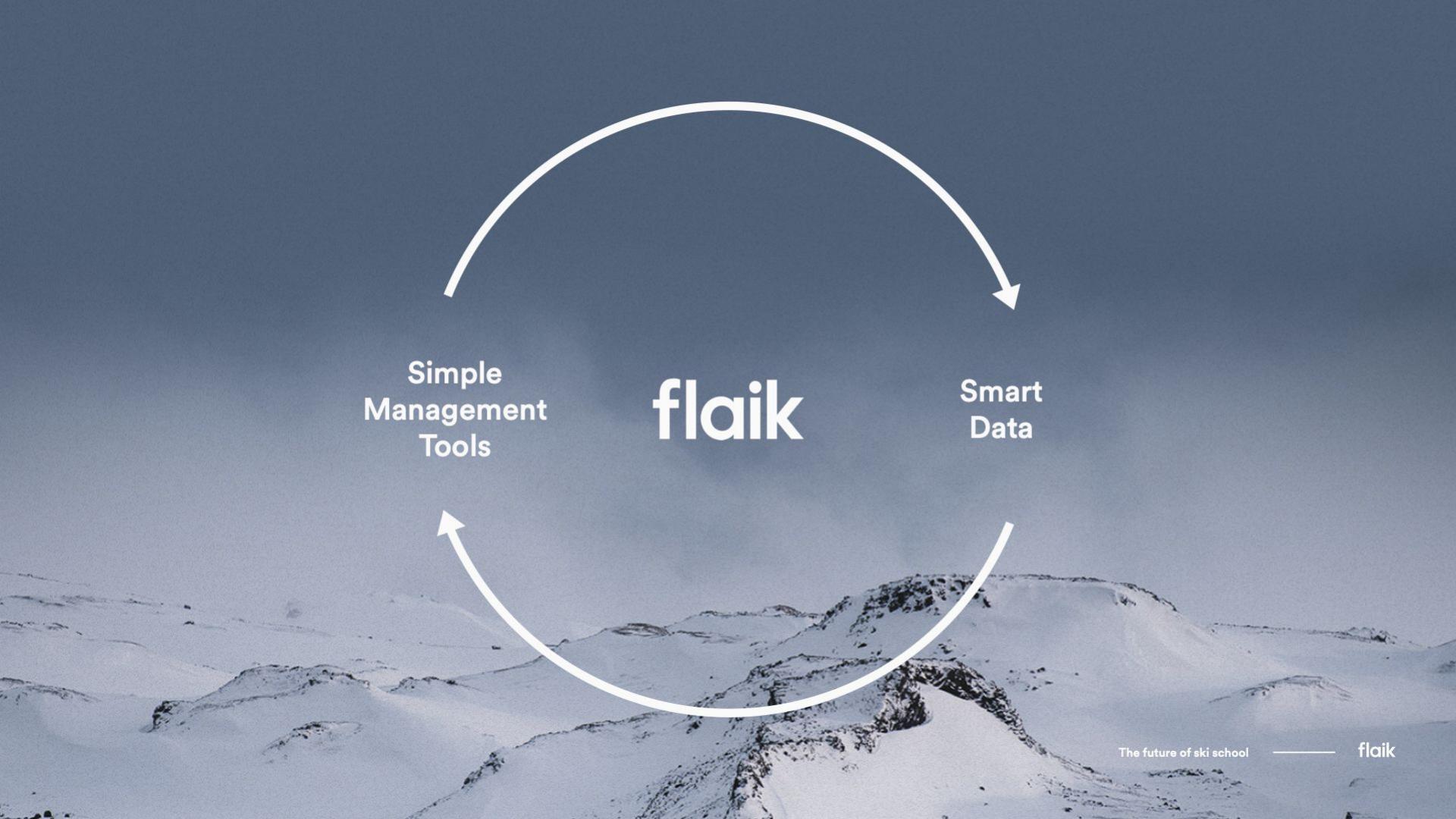
Better by DesignTM

Design
Council



An initiative of the Queensland Government delivered by QMI Solutions





Simple
Management
Tools

flaik

Smart
Data





RUGBY AU



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA



JUVENTUS
JJ



Dodgers



UCLA



AIR FORCE



AFP
AUSTRALIAN FEDERAL POLICE



MEET YOUR INSTRUCTOR ASSISTANTS



DUSTIN ELLIOTT

He/Him

- 9 years working in SaaS (HR, Learning, & Construction Tech)
 - Sales
 - Customer Success
 - Product
- Favourite product: Culture Amp, Spotify



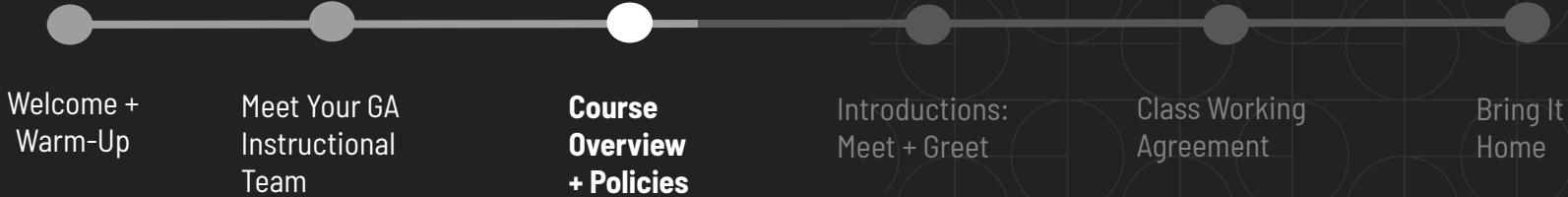
REBECCA GILLINGHAM (BECK)

She/Her

- Fashion tech obsessed
- 3 years working for THE ICONIC, leading the GTM strategy and marketing comms across web and mobile apps
- Favourite product: TikTok, Apple Watch

COURSE OVERVIEW + POLICIES

Introduction + Orientation



WHERE WE'RE GOING

This baseline PDM course includes the following topics leading up to the final presentations ...

- Introduction to Product Management**
- Getting Started as a Product Manager
- Problem Identification
- Product Vision and Measuring Success
- Experimenting
- Running Interviews
- User and Customer Development
- Feature Prioritisation
- Mid-point Presentations (Pt 1)** / Data Literacy
- Mid-point Presentations (Pt 2)** / Data Literacy
- Understanding Your Market
- Roadmapping
- Documenting a Solution
- Working with Designers
- Product Development Frameworks
- Working with Developers
- How to Pitch
- Flex (eg Generative AI, Case Studies)
- Final Presentations (Pt 1)**
- Final Presentations (Pt 2)**



HOUSEKEEPING

Live Online



BE HERE NOW

Connect and collaborate!
Cameras on!



INTERACTIVE SESSION

Breakout groups, trivia,
discussions, Q&A



POST-SESSION APPLICATION

Discuss the application and
benefit from learnings right
away!



EXIT TICKETS

Your feedback makes us
better! We'll have a survey on
designated dates

TO DO:

Review the **Course Policies**.

It is important for you to
acknowledge the Code Of
Conduct as well as GA's
Educational Values!



GRADUATION REQUIREMENTS

Complete and submit 100% of assignment deliverables

Maintain consistent attendance

Complete and submit the final project



GRADUATION REQUIREMENTS EXPLAINED

Homework and assignment deliverables are assigned after each class.

- 1**
- Homework/assignment deliverables aren't graded, but feedback is available on request.
 - ~~80%~~ **100%** of assignment deliverables must be completed to meet graduation requirements.

Your presence is important to us.

- 2**
- Students are allowed three absences over the course.
 - 3 late arrivals/early departures = 1 absence.
 - All absences must be communicated to your instructor with as much advance notice as possible.

3 Follow General Assembly's Student Code of Conduct.

4 Final Project is expected at the end of the course.

- Presentations are expected and are part of the marking rubric.

5 Tuition must be paid in full by the end of the course to receive a letter of completion.

- Please communicate with Student Experience if you have any questions about this.



INSTRUCTIONAL TEAM'S GUARANTEE TO YOU

1

**Learning decks
will be shared with
students before
class.**

2

**In-class lessons
will be recorded
via Zoom within
24h.**

3

**Instructors will host
office hours by
appointment only.**

4

**We are invested in
you and your
success.**

5

**We share feedback
to help you grow.**

HOMEWORK & ASSIGNMENTS

Homework is assigned once a week.

1

- The homework and assignments for PDM are designed to help you apply the skills and knowledge you're learning in the course.
- Homework deliverables are intended to stimulate class discussion and personal reflection on the material you are covering each week. Homework is not assessed and while completion is encouraged, it is not mandatory for graduation.

2

Final Assignments are developed via Assignment Deliverables.

- Assignment deliverables build upon each other, representing different elements of your final project deliverable. At the end of the course, you'll develop and deliver a presentation that summarizes the work you've done for your project.
- Assignment deliverables are not graded, rather only confirmation of whether or not it's been completed. Your instructor will provide feedback on individual assignments, so it's in your best interest to complete them on a weekly basis. Your instructional team will reference this deck to confirm you've completed the assignments. You must complete 80% of the assignment deliverables to graduate.



Final Product Pitch

What to Do:

- At the end of this course, you will pitch to your classmates on your approach to solving a particular problem
 - Think through some of the problems experienced by users in your selected industry
- Taking what you'll learn throughout this course, you will create a presentation deck that addresses the following:
 - What problem are you solving in your prompted industry?
 - Who are you planning to solve this problem for?
 - Why is this an important problem to solve?
 - What do you think is the best approach to solving this problem?
 - How will you measure success?
 - How will you communicate your short/long term plans for your solution to stakeholders?

What to Turn In:

- A pitch deck
- 7 minute pitch presentation during class
- A reflective recap on the following:
 - what went well
 - what could have gone better
 - what insights you can incorporate into future pitches/presentations



WE'RE HERE FOR YOU

1

Office Hours / Q&A

- Every Tuesday & Thursday, 30 minutes immediately before class

2

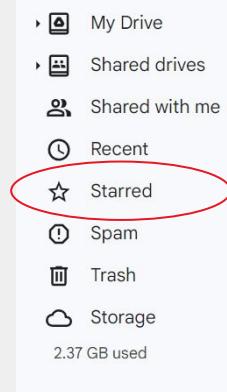
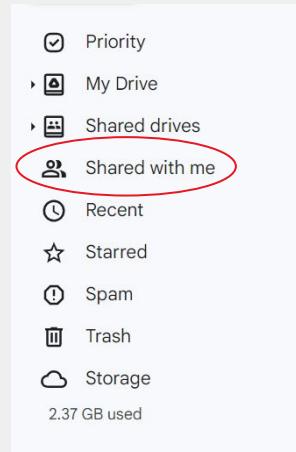
Slack Workspace

- Used for questions, announcements, and class discussions

3

Homework & Assignment Deck

- There is a copy in your Google Drive Folder
- Bookmark this folder in your browser



EXPECTATIONS OF FEEDBACK

1 | How you will get feedback

- When you come to an Office Hours and ask for it!
- During your mid point and final presentation

2 | Type of feedback will you receive from your instructors

- General commentary, areas for improvement, ideas to push the work further

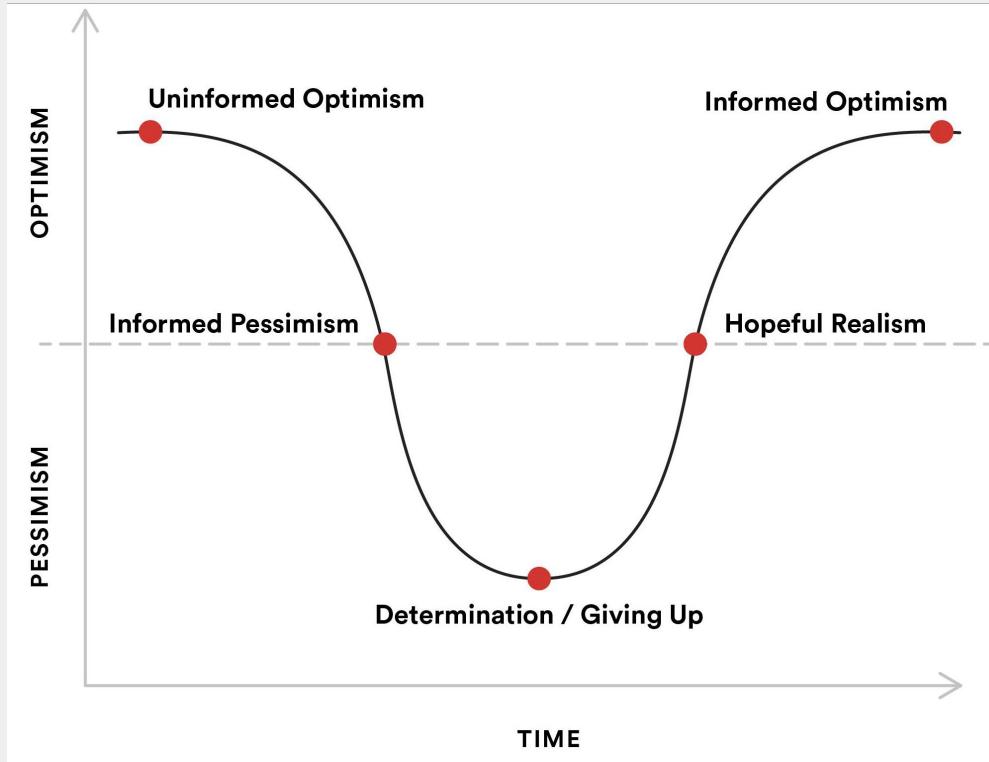
3 | How to get quick feedback from your instructors

- Slack is always your best bet!

4 | At the end of the course, there will be an AMA where we can discuss career questions.

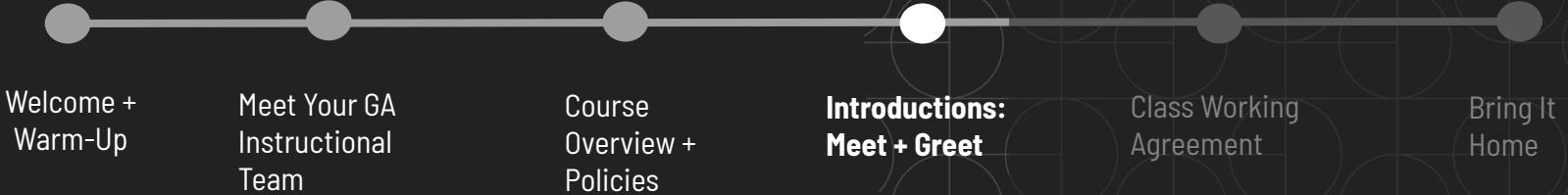
- But don't be afraid to ask a question at any time!

BUCKLE UP!



MEET + GREET

Introduction + Orientation





Share your answers to the following questions:

- What is your name and what you do?
- Where you are signing in from?
- Why you're taking this class?
- A fun fact about you
- A goal you have for the end of this class

FIGJAM TIME!



10:00

BREAK TIME



PRODUCT MANAGEMENT

PDM 5.0

Introduction to Product Management

PART 1: What is Product Management?

Introduction to Product Management



What Is Product Management?

Types of PMs + Career Trajectory



Measuring PM Success

Bring It Home



LEARNING OBJECTIVES

1

Define the discipline of product management.

2

Define the responsibilities of a product manager.

3

Explain various types of product managers and review potential paths for a career in product management.

4

Identify the skills needed to succeed as a product manager.



Product managers identify problems worth solving.



“The value is in what gets used, not in what gets built.”

Kris Gale - Cofounder, Clover Health



TRIVIA

Which of these are products?

A: SaaS “Software as a Service” tools (Salesforce, Google Analytics, Zendesk, Workday, Jira)

B: A social media platform (Facebook, Instagram, Snapchat, Tiktok)

C: A candy bar

D: A newspaper

E: All of the above



TRIVIA

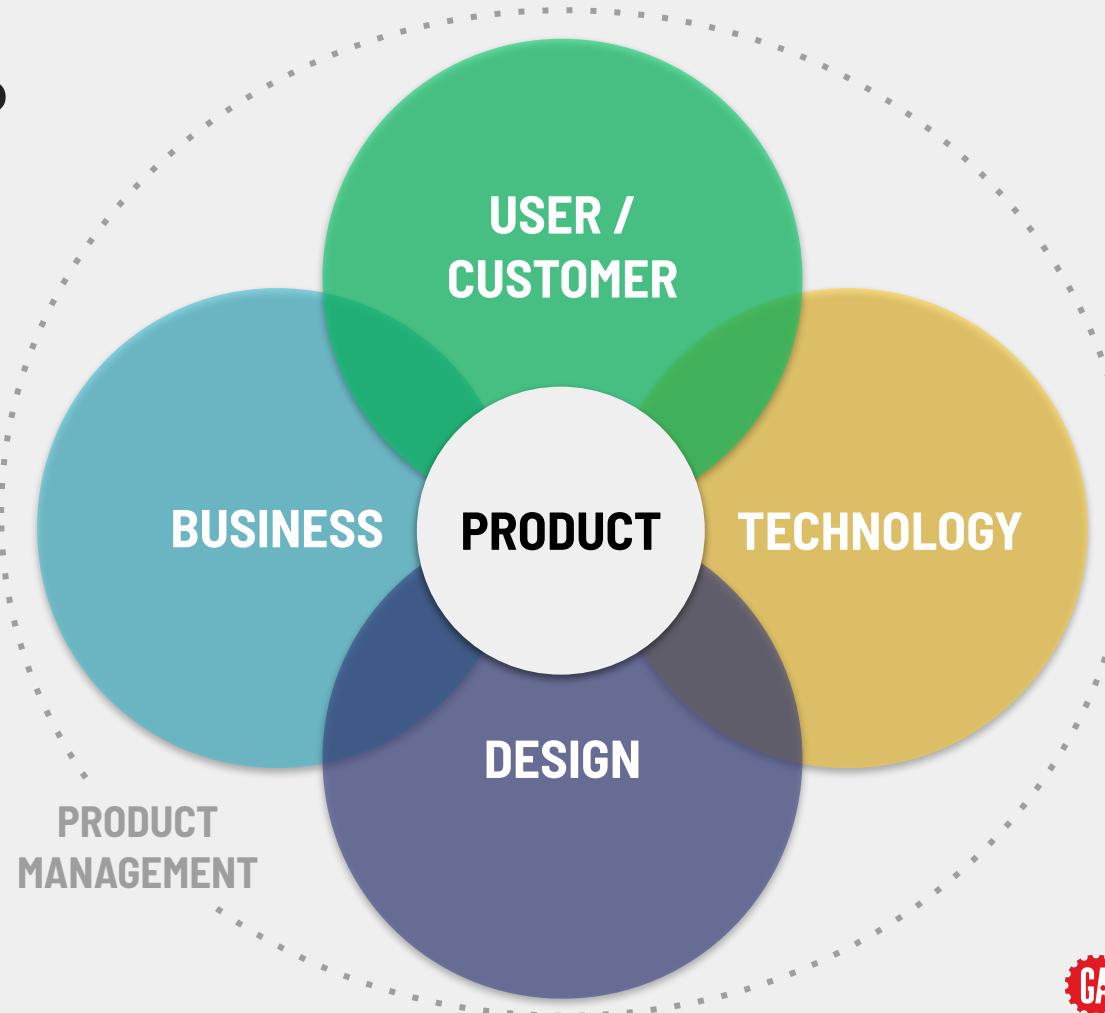
E. All of the above



WHAT IS A PRODUCT?

A **product** is a solution to a problem experienced by multiple people.

Great products gel at the intersection of business, technology, design and user needs.



What's your favourite product?

Share your favourite product of the moment in the Slack chat



REAL CASES: Plenty of Epic Fails Abound



BIC Cristal For Her Ball Pen, 1.0mm, Black, 16ct (MSLP16-BLK)
by BIC
 2,044 customer reviews | 119 answered questions

Currently unavailable.
We don't know when or if this item will be back in stock.

- Elegant design - just for her!
- Thin barrel to fit a woman's hand
- Medium 1.0 mm point, Black ink
- Medium 1.0 mm point
- Black ink

Compare with similar items

Report incorrect product information.

Your medication, delivered Learn more >

TOMBOW DUAL BRUSH PENS
Create your best work with Tombow Dual Brush Pens
[Shop now](#)

Tombow 56185 Dual Brush Pen Art Markers, Bright, 10-Pack. Blendable, Brush and Fine Tip...
 \$14.64

2 Minutes

WHAT IS PRODUCT MANAGEMENT?



<https://www.youtube.com/watch?v=-Lu0dSnYU3I>

Let's get a behind-the-scenes look at a day in the life of some Product Managers at SafetyCulture (a B2B SaaS company worth \$2.2B AUD / 1.2B GBP).

As you watch, jot down:

- What stakeholders do they work with?
- What kind of tasks do they work on?
- What do they value about the role?

What Is Product Management?

Figuring out what products to make, ensuring those products get made, and reporting back on how users respond to products.

Responsible for delivering a differentiated product to market that addresses a market need and represents a viable business opportunity.

A function that guides every step of a product's life cycle — from development to positioning and pricing — by focusing on the product and its customers first and foremost.

Articulating what a winning product looks like, rallying the team to build it, and iterating on it until they get it right.

What Is a Product Manager?

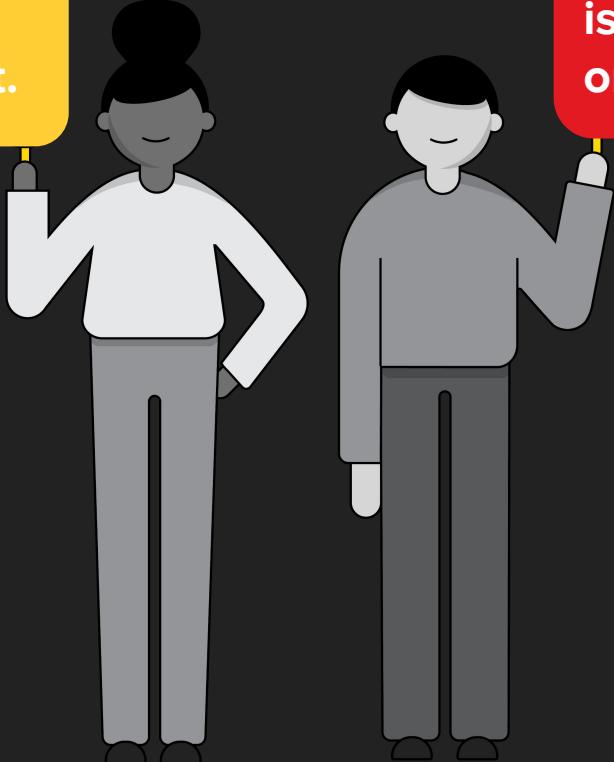
A product manager is...

- A big-picture thinker
- Detail-oriented
- An expert on the market
- The voice of customers
- A leader
- A jack of all trades
- Diplomatic

A product manager is not...

- A project manager
- A developer
- Customer support
- The scapegoat
- The boss
- An order-taker

2 Minutes



The product manager is the CEO of their product.

The product manager is the conductor of the orchestra.

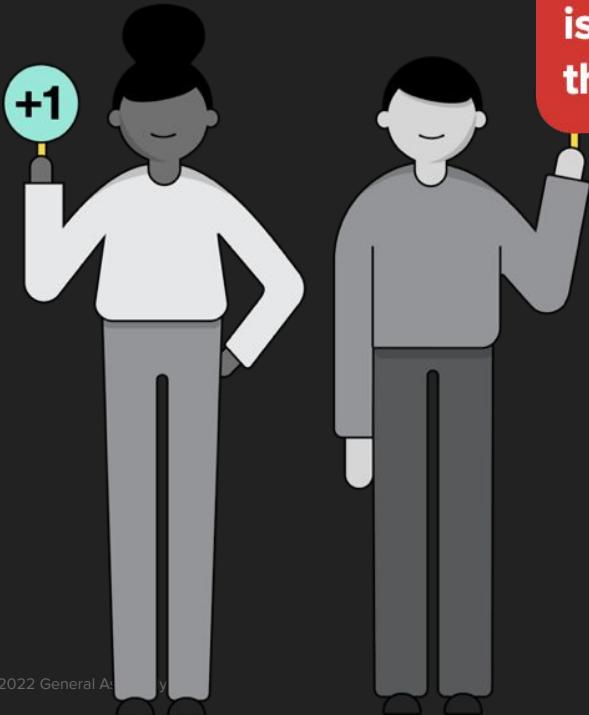
Debate



“It really depends on whether we’re talking about a strong CEO or a weak CEO. If in your mind, you’re imagining a power hungry, dictatorial CEO, then it’s not a helpful analogy.”

Marty Cagan, Silicon Valley Product Group

Debate



5 Minutes

- Responsible & accountable for product decisions
- Lead product collaboration & tradeoffs with stakeholders across the business
- No formal people management authority - you are nobody's "Boss".
- Lead by earned influence
- If you serve multiple teams, you will need to delegate and empower if you want to scale.

Product managers solve problems, but not in silos.



**While you may be responsible for a product/feature,
the work entailed is always a team effort.**



The Product Squad

The Usual Suspects



Engineers



Designers



Product Manager

Squads might also include:

Scrum Master



QA / Tester



Data Analyst



The Stakeholders

Internal	External
Engineering	Current customers
Design	Future customers
Marketing	Suppliers
Sales	Influencers or media
Customer Support	Partners
Operations and Finance	Investors
Executives or management	

Tell Me What You Want...

**What do *you* need from your
stakeholders?**

Resources

Decisions

Alignment

Data

Funding

Approvals



...What You Really Really Want

**What do *your stakeholders* need
from you?**

Resources

Decisions

Alignment

Data

Funding

Approvals



Stakeholders at Different Levels

- Tactics
- Day-to-day progress

Peers

- Advice, decisions
- Longer-term planning

One Level Up

- Strategy
- High-level goals

Executives



The Stakeholder Register

Name	Role	What They Need	What I Need
Tamara	Developer on Notifications team	Prioritized and clear user stories	She's implementing my product. I need to know how it's going.
Kai	Tester on Notifications team	Clear acceptance criteria	He needs to verify that the product works.
Ali	PM for developer APIs	My roadmap so he can build my requirements into his plans	His team is building a key component for me.
Jaya	Director of PM	Regular status updates	I need to keep her up to date so she can share my progress and advocate to management.

There isn't one way to "do product." The practice of product management can be subjective; varying across different organizations and teams



TYPES OF PMs + CAREER TRAJECTORY

Introduction to Product Management

What Is Product
Management?

**Types of PMs +
Career Trajectory**

Measuring PM
Success

Bring It Home



MANAGERS, MARKETERS, OWNERS

Product Manager

Strategic; focuses on product's vision, market, users, and company objectives.

Product Marketer

Strategic; owns the go-to-market strategy and how the product is positioned to customers.

Product Owner

Tactical; translates strategy into actionable tasks, ensures tasks get done and manages costs of development.

Project Manager

Tactical; creates a structured plan with well-defined deadlines and goals and ensures the project stays on schedule.

TYPES OF PRODUCT MANAGERS: SPECIALTIES



PRODUCT MANAGER (GENERALIST)



Not specialized; a “jack of all trades”

Manages all aspects of a product

- Research
- Consumer
- Platform
- Data
- Marketing

Roles typically for smaller organizations/start ups where a PM is the first or one of a few

TECHNICAL PRODUCT MANAGER



**Technical Product
Manager**

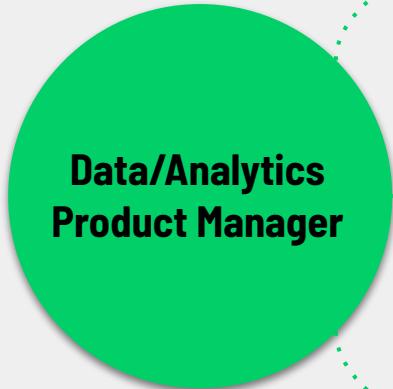
Strong technical background; traditionally software engineers who have transitioned into PM roles

Focuses on more on the technical mechanics of a product and how that relates to the user experience

Works closely with engineering typically on:

- Platform Products
- APIs (Application Programming Interfaces)
- Hardware Products

DATA/ANALYTICS PRODUCT MANAGER



Specialized in data management and data analysis; impact how data in an organization is:

- Gathered
- Organized/Modeled
- Stored
- Secured
- Distributed

Works closely with data scientists

Standardizes process for how all other product teams engage with data

GROWTH PRODUCT MANAGER



Own business metrics/goals and aspects of products directly related to the following:

- Acquisition
- Activation
- Conversion
- Referral
- Revenue
- Retention

Works closely with marketing

Most commonly found in ecommerce/sales organizations

PRODUCT MARKETING MANAGER



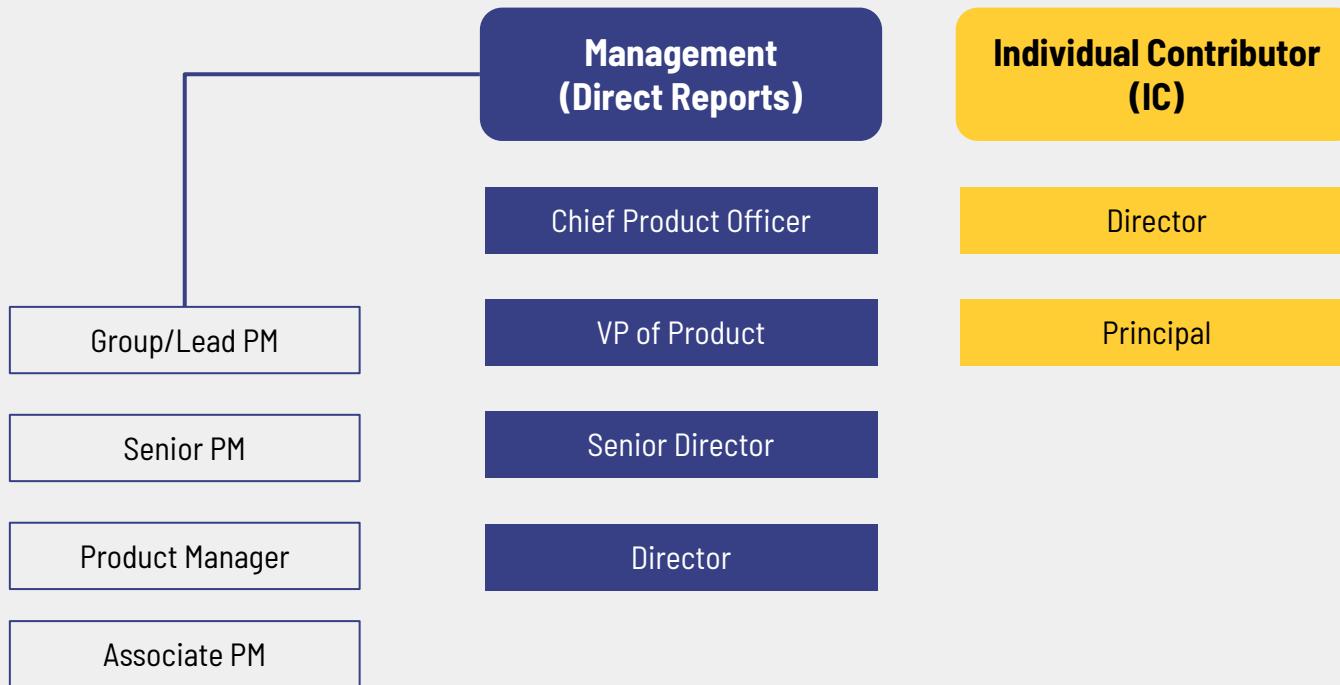
Owns the marketing/communication strategy roadmap (plan) for a product/feature

- Internal: to the organization
- External: to customers/users

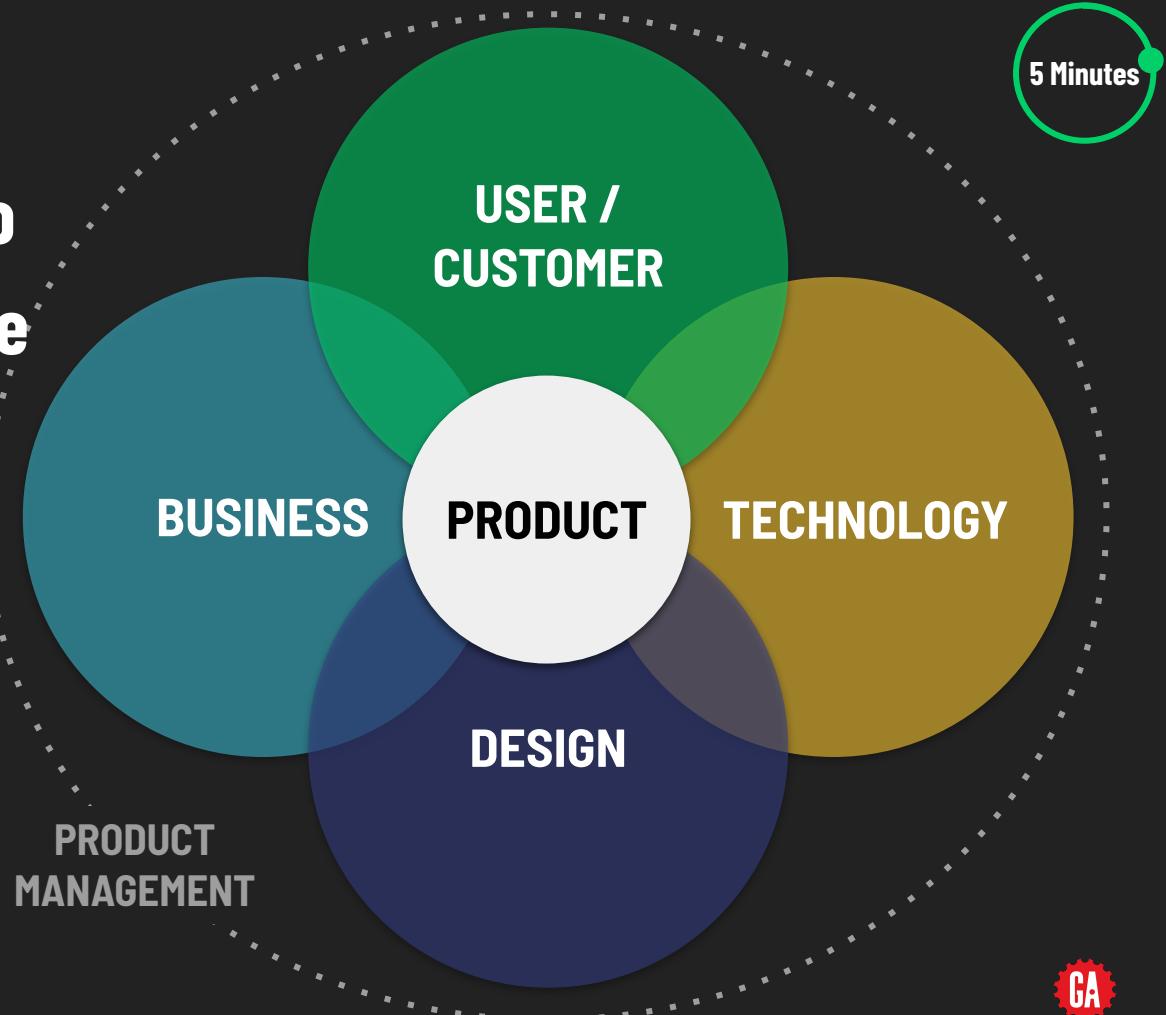
Sits at the intersection of product, marketing and sales

Works closely with PMs to ensure their strategy and the product's vision are being properly messaged

PRODUCT MANAGEMENT CAREER TRAJECTORY



**What questions do
you have about the
role of a PM?**



MEASURING PM SUCCESS

Introduction to Product Management

What Is Product
Management?

Types of PMs +
Career Trajectory

**Measuring PM
Success**

Bring It Home



What we need to understand is – building a great product is hardly the end; It's actually the beginning. The Product Manager has to also make the users fall in love with the product (adoption), focus on customer feedback and servicing and continuously keep innovating.

Vishal Soni, *The Product Coalition*

**Every product role is different, often making it challenging
to measure your success as a PM.**



LEADING INDICATORS TO PM SUCCESS

With the application of product management varying from organization to organization, it can sometimes be challenging to assess your success as a PM.

1 Ability to “cut through the noise” of many requests and identify the problem worth solving

2 Attuned to the needs of their customers/users

3 Ability to identify and achieve desired outcomes

4 Ability to communicate their vision to multiple audiences:
→ Engineers
→ Designers
→ Stakeholders
→ Leadership

5 Always learning (articles, podcasts, conferences, courses etc.)

6 Subject Matter Expert/SME (target audience, industry, market)

NEW PM ROLE + KEYS TO SUCCESS

PM Yourself

Create a vision and goals for yourself in this new role. Define what does your success look like to you.

Learn Your Team

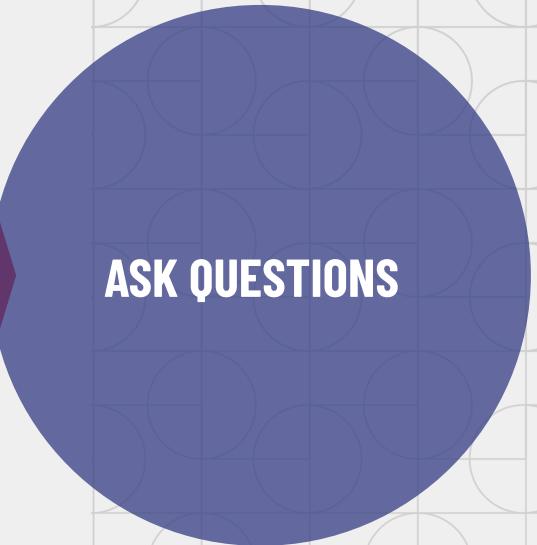
Get to know your feature team (engineers, designers, data) and stakeholders.

Learn Your User

Review customer feedback (calls, tickets, engagement data), simulate the customer's experience.

Learn Your Product

Learn the features/functionality of your product, the industry and competition. Review the current roadmap and past feature documentation.



ASK QUESTIONS

BRING IT HOME

Introduction to Product Management

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Bring It Home



KEY TAKEAWAYS



Product management is broad.

There are a variety of roles that will allow you to specialize if you so chose to



PM careers are not linear.

Roles/titles can vary based on an organization



Product management is problem focused.

No matter your speciality, role or level of seniority the best PMs are those that remain focused on the problems their users/customers are experiencing

Additional Resources

Practice Again	Digging Deeper
<p>Product Management Fundamentals</p> <ul style="list-style-type: none">• The Beginner's Guide to Product Management• Let's Talk About Product Management• What It Takes to Become a Great PM <p>Jobs To Be Done</p> <ul style="list-style-type: none">• What is Jobs to Be Done (JTBD)?• 8 Things to Use in “Jobs-To-Be-Done” Framework	<p>Product Management Roles & Responsibilities</p> <ul style="list-style-type: none">• Product Management Definition and Examples <p>Product Management Careers</p> <ul style="list-style-type: none">• The Essential PM Career Guide• PM in Tech• Transitioning to a PM Role in a Tech Company



Additional Resources

Practice Again	Digging Deeper
<p>Product Life Cycle</p> <ul style="list-style-type: none">• <u>What Is the Product Life Cycle? Stages and Examples</u> <p>Continuous Discovery - Teresa Torres</p> <ul style="list-style-type: none">• <u>Product Talk</u>	<p>Deeper Dive on Continuous Discovery</p> <ul style="list-style-type: none">• <u>The Product Life Cycle: Product Management's Role at Every Phase</u>• <u>What Is "Continuous Discovery"?</u>





GENERAL ASSEMBLY