Urgency Adjustment Checklist

For Product Managers facing sudden priority shifts

1. Adjust Instead of React

☐ **Re-scope fast** → Drop/delay less important work to make space.

☐ **Re-communicate priorities** → Tell stakeholders what's changing, what's not, and when more info is coming.

☐ **Re-calibrate with manager** → Share a quick update on priorities and trade-offs.

2. Execute Through the Urgency

☐ **Preserve quality over volume** → Fewer things done well > everything done poorly.

☐ **Re-order communication channels** → Short, direct updates to affected teams.

☐ **Pull in allies** → Enlist cross-functional partners for support.

☐ **Surface trade-offs explicitly** → Say what's being dropped and note risks for later recovery.

3. Recover After the Storm

☐ **Protect recovery time** → Clean up skipped tasks, close loops, check trade-offs.

☐ **Repair relationships** → Acknowledge shortcuts and reconnect with stakeholders.

☐ **Reflect on improvements** → Adjust backlog/processes to prepare for future urgencies.