

A group of people are working at laptops in a modern office setting. The image is slightly blurred, focusing on the text overlay. In the foreground, a person is seen from behind, wearing headphones and typing on a laptop. To their right, another person is also working on a laptop. In the background, a man is wearing a headset and looking at a laptop, and another person is visible on the right side of the frame. The office has a wooden desk and a window in the background.

**Less or more random
thoughts for developer
products managers**



Yo!

I'm **Conrad**

Developer communities guy. Let's talk
samoyeds and sushi!

**1. Not everything that is measurable
should be measured...**



2. ... however without sense of quantity of where you were versus where you are, you have no idea whether you made any progress or nope.



3. Your sole responsibility as a (developer) product manager is to turn concepts into practice.



4. “Share knowledge, not features”



5. “There is no point trying to fix something, the organisation doesn’t want to fix” - Maria Ogneva



6. Developers don't have much time and their primary need is to hack your product to adjust it to their usecase



7. There should be a right balance between KPIs and listening & interacting with developer community



8. “Upgrade your users not your product”



9. Try making users better at what they want to achieve instead of thinking what you want them to achieve



10. Don't be a puppet in upper management's hands



11. But apart from all of those stay as human as possible!



