Product Management Community of Practice

December 6, 2023

Agenda

- Introduce the new community
- Interactive presentation: A PM's Journey and Exit - Audience participates!
- Feedback from you to shape the direction of this CoP - Audience participates!

Introduce the team

The team

Chizobam Nwagwu

USDC Product Fellow
Digital Service at
CMS

Elizabeth Ayer

18F
Product

Selyne Singh

USDC Product Fellow
Census Bureau

Why us?

Who is in the room?

[Mural](#) time! 3 minutes

Illustrate the problem

Common challenges

1
Often starting from scratch

2
Product practices are needed but not well known

3
Hard to learn product from a book

Share our solution: Product Management Community of Practice (PMCoP)

Bring government product managers together **to promote agile product practices and foster community** while improving government service delivery and customer experience.

Product Management CoP Vision

By this time, 2024 ...

- Gave value to federal, state, and local government PMs
- Helped members find available, relevant resources

People forged meaningful connections that had real, positive impacts on real products and services

PMCoP Offerings

Initial Community Offerings

Demos	Workshops	Lectures
Medical Bill Rights.gov	Memo Writing Workshop	Building by the Rules
Blue Button	How to Diagram	Product vs. Project Management
ACF	Prioritization Workshop	Intro to Service Design

Interactive presentation: A PM's Journey and Exit

Here's a sample into the community offerings

We are going to travel back in time to recreate my USDC journey.

Your collective role is to be my mentor and assist me on my journey.

You have a new Product mentee, Alex! They have a Master's in Business, no tech background but they are curious about tech and excited to learn from engineers.

Alex has been assigned to a team that focuses on monitoring requirements and defects - both of which have massive backlogs. They have been asked to help the team manage those items in Jira. This is not what Alex expected to do as a PM and has come to you for advice...

How would you advise Alex? Enter suggestions in the chat!

Alex has considered your advice and has chosen to go to their supervisor to reframe their role! Their new task is to build a program wide roadmap. The program has one mature product. Below is a representation of the products.
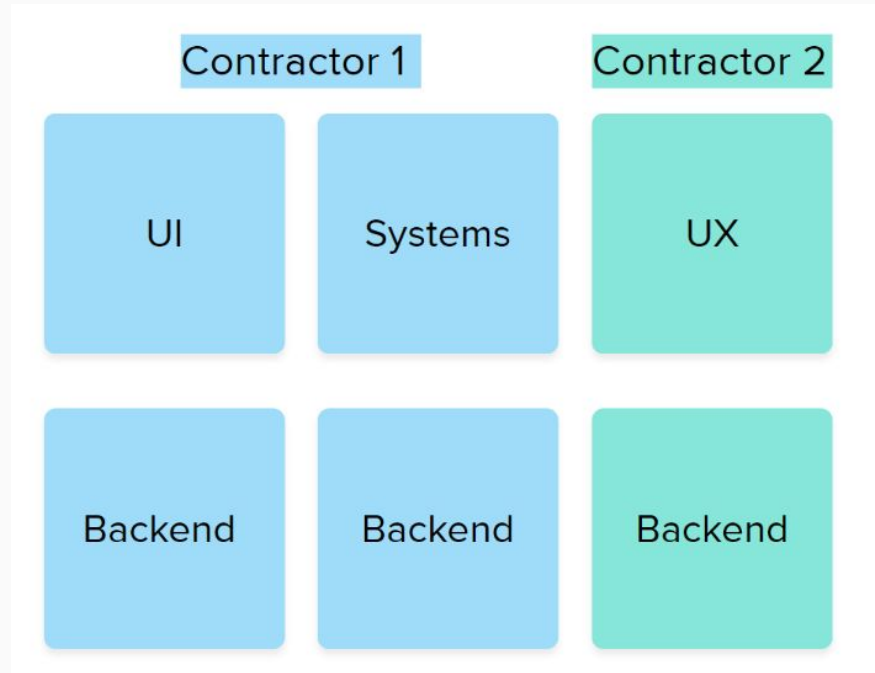
Site (mature product)

API (legacy API and mature API will merge into 'unified API')

Content Management System (No discovery work)

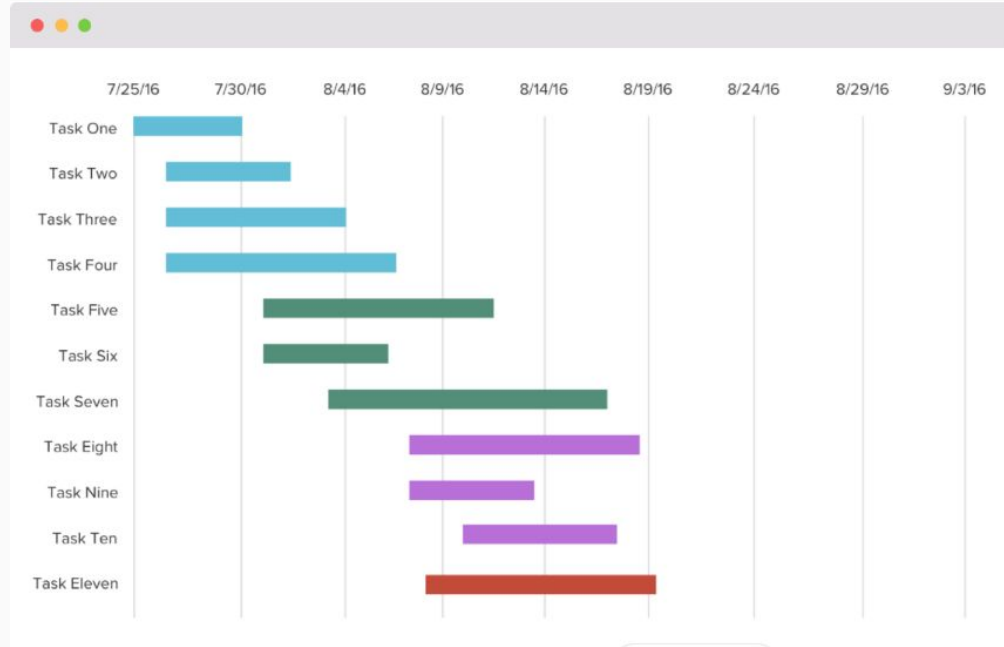Onboarding system (interviews and wireframes have been built)

You also learn that teams are segmented by expertise and are mainly comprised of two contracting teams, who seem to butt heads. Alex notices that this organizational structure brings out dependencies, workplace conflict, context switching, and a lot of reactive work.

Contractor 1		Contractor 2
UI	Systems	UX
Backend	Backend	Backend

Alex has never made a product roadmap and now has to do so for a program with over 300 people. Overwhelmed, they turn to you for advice.

Alex considered your advice and began working with product owners in the program. They were able to build product artifacts and a few versions of product roadmaps for the team. However, the dev teams had been asking for a roadmap for several months and, feeling pressured, leadership decided to hold a one day workshop/meeting to build out a program wide roadmap.

With the roadmap done, Alex is then placed on a backend team. At first, they are totally excited to work with the devs and 'learn from super smart people.' Over time, Alex becomes exhausted and burned out because their team is constantly triaging fires.

With support from the USDC team, Alex has the option to switch agencies and is considering it. Alex turns to you again for advice.

Small Group Discussion: Mural

From "Reflecting on the "A PM's Journey and Exit"
- What from the talk resonated with you?
- What differed from your own experience?
- How does your organization support product managers? At different experience levels? For those new to government?
- What keeps you motivated?

As the community grows, we plan to incorporate community needs.

Small Group Discussion: [Mural](#)

Building Community
- What drew you to the PMCoP?
- What's been missing from your product journey in government?

Next steps + existing resources

Please raise your hand if you'd be interested in presenting in early 2024?

We will reach out to you to coordinate. Also **feel free to nominate one of your colleagues** that you think would be great!