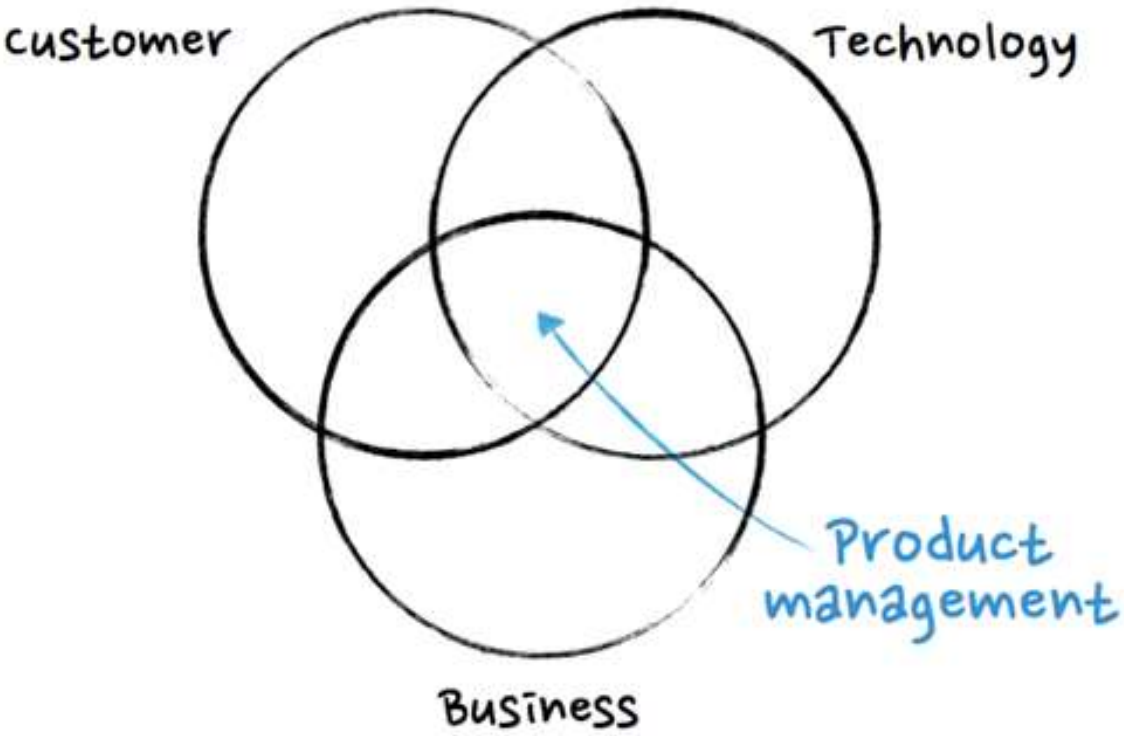
product management & teamwork

Kristen Laird – Microsoft

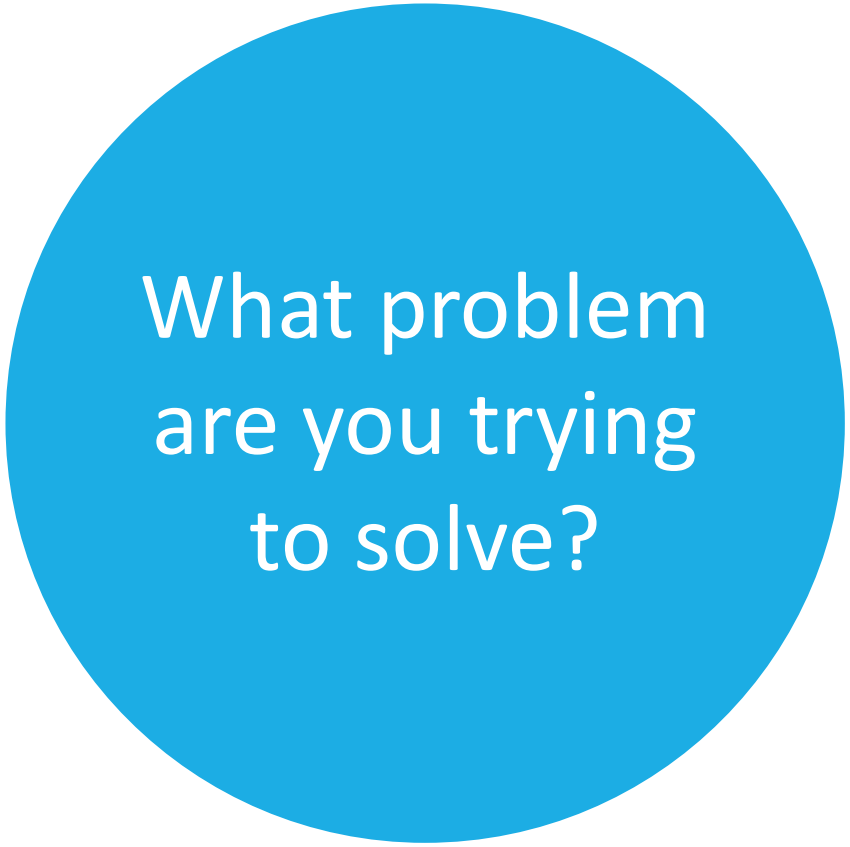
What is product management?



https://www.prodpad.com/resources/guides/product-management-process/

A great product manager has the brain of an engineer, the heart of a designer, and the speech of a diplomat.

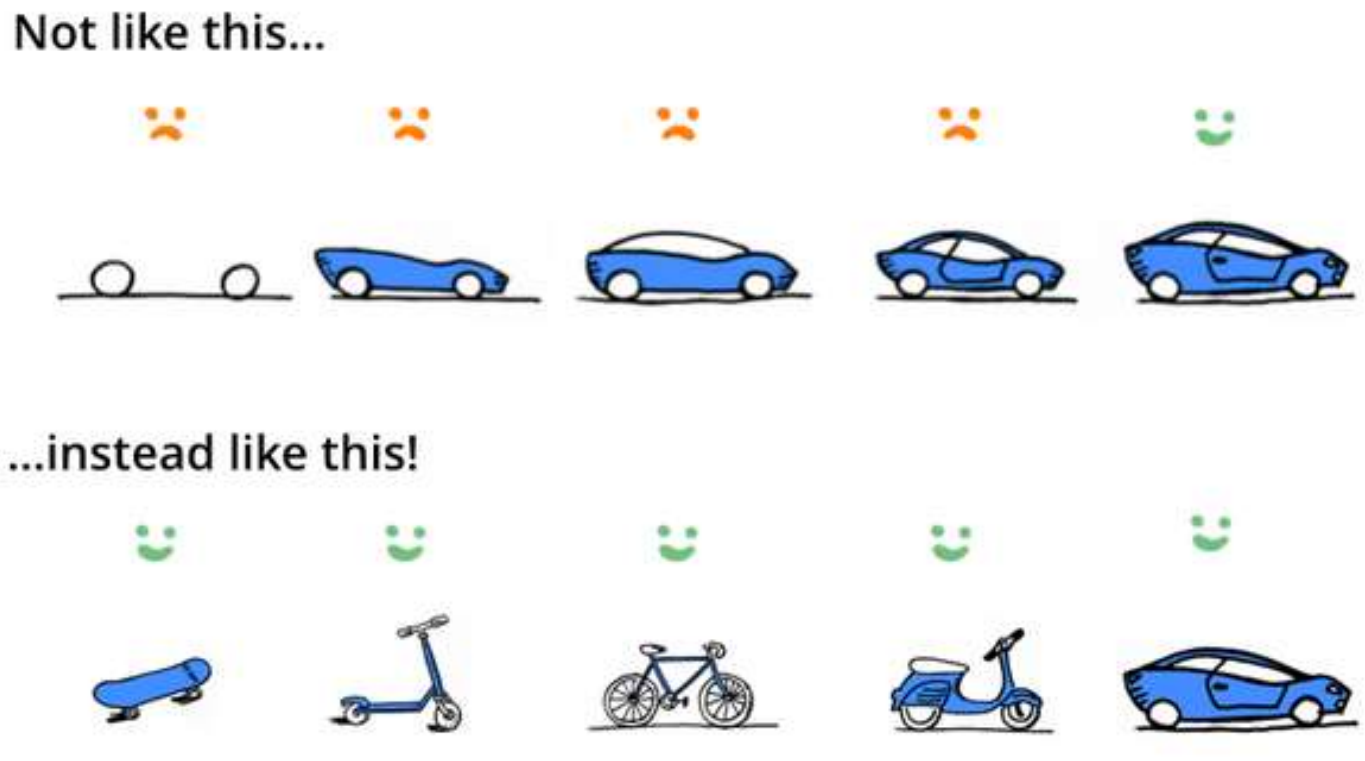
Deep Nishar, product strategist and entrepreneur


What problem are you trying to solve?

Who are
your users?

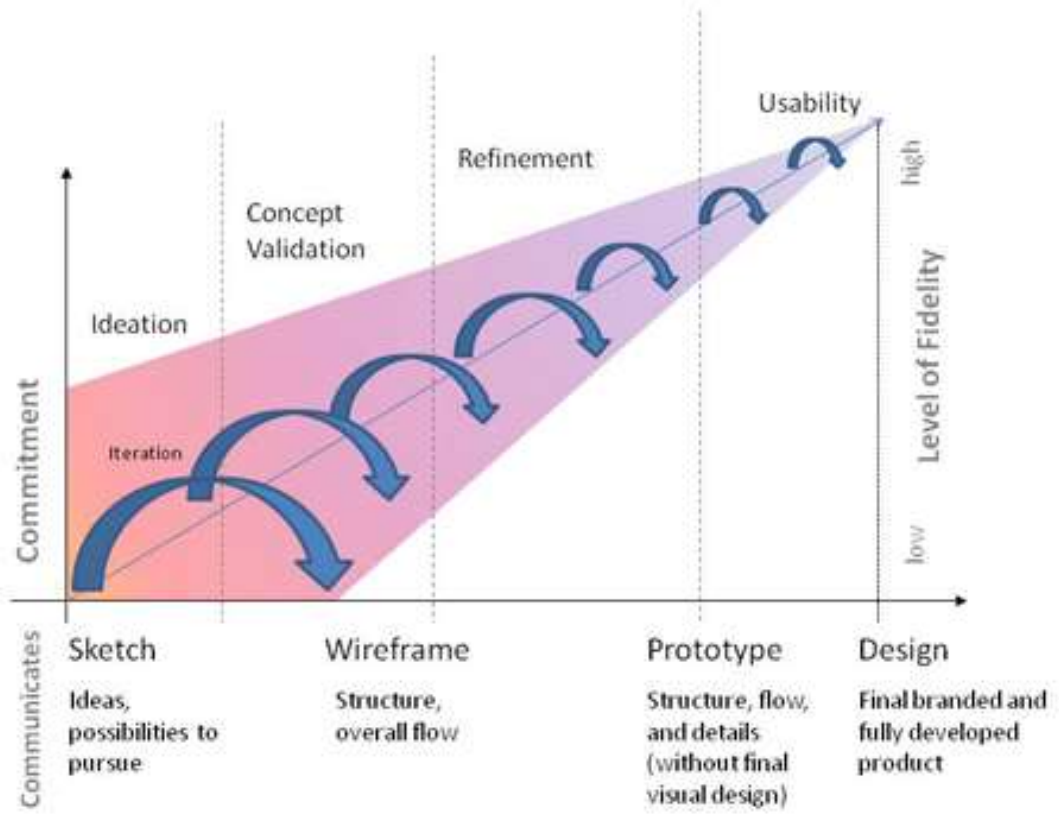
MVP

minimum viable product (MVP)

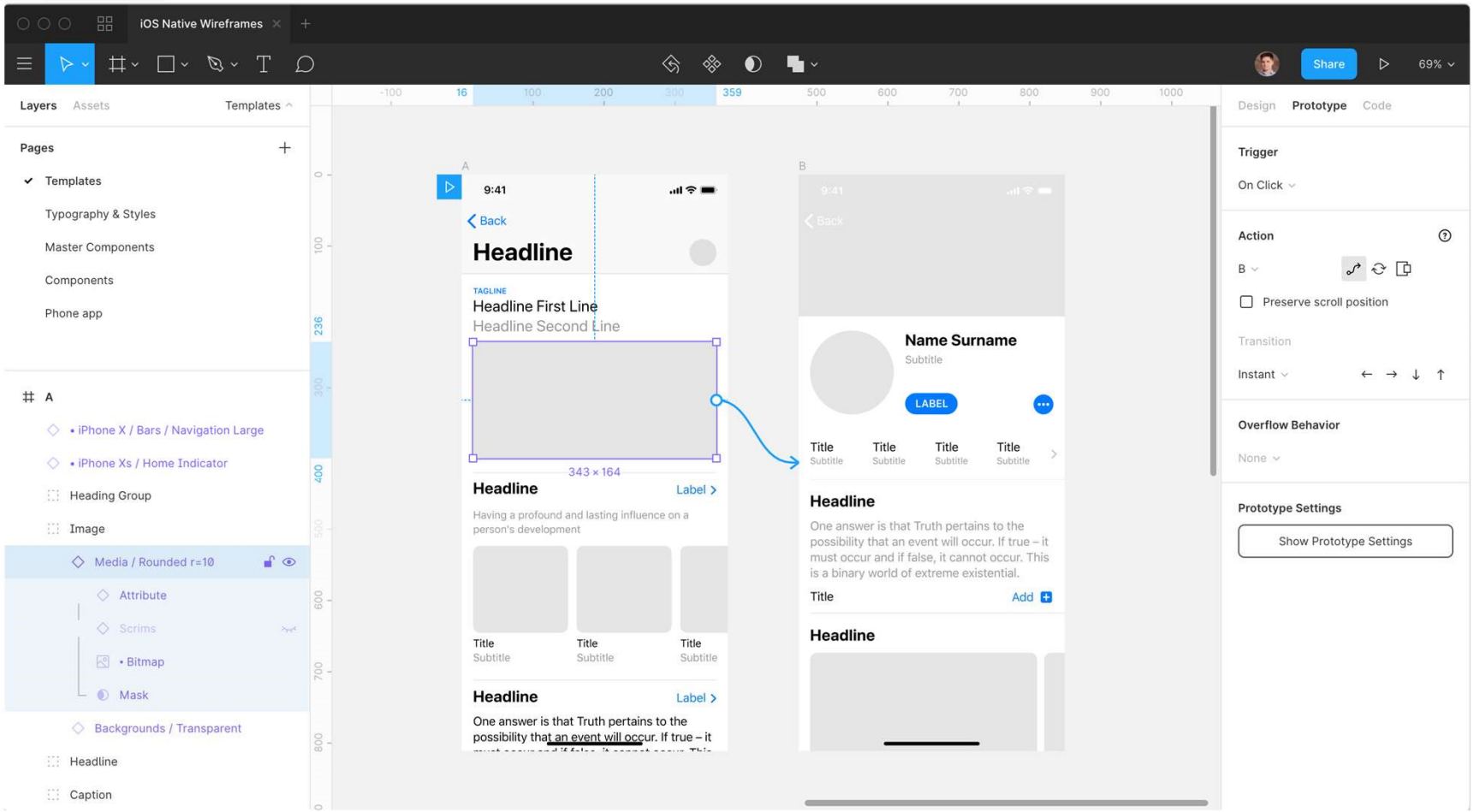


https://blog.bonzertech.com/lean-software-development-and-minimum-viable-product-mvp/

Design, usability, & communication



Figma

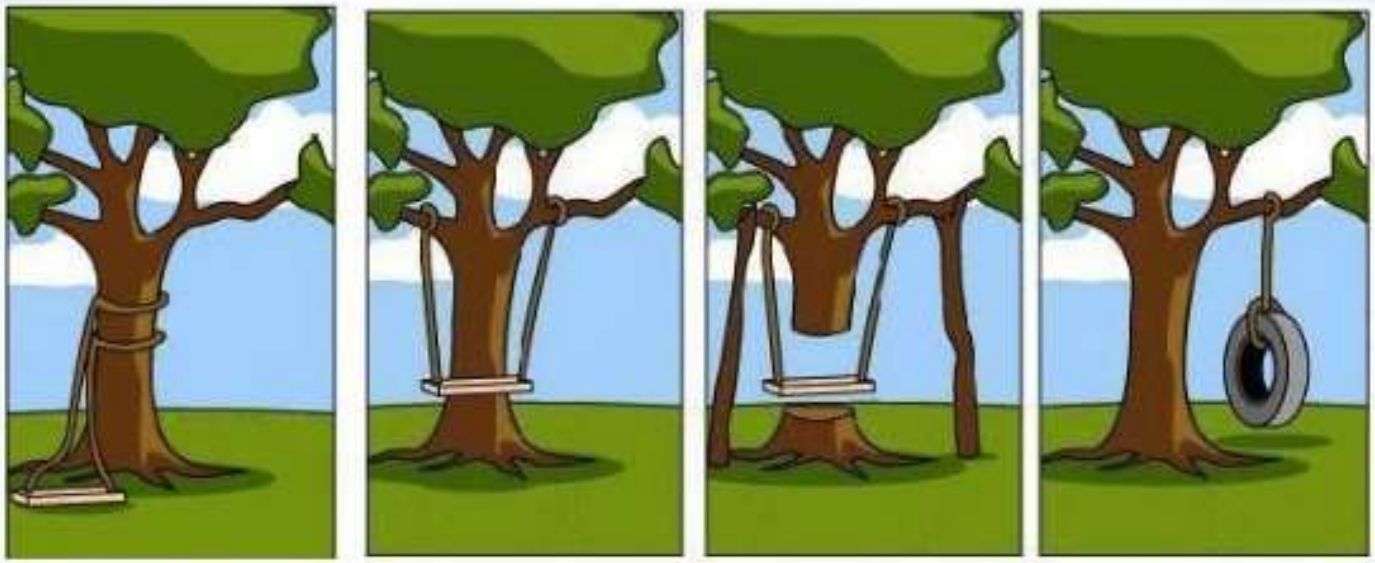

iOS Native Wireframes
Share
69%
Layers
Assets
Templates
Pages
Templates
Typography & Styles
Master Components
Components
Phone app
A
• iPhone X / Bars / Navigation Large
• iPhone Xs / Home Indicator
Heading Group
Image
Media / Rounded r=10
Attribute
Scrims
• Bitmap
Mask
Backgrounds / Transparent
Headline
Caption
A
B
9:41
Back
Headline
TAGLINE
Headline First Line
Headline Second Line
343 × 164
Headline
Label
Having a profound and lasting influence on a person's development
Title
Subtitle
Headline
Label
One answer is that Truth pertains to the possibility that an event will occur. If true – it
Name Surname
Subtitle
LABEL
Title
Subtitle
Headline
One answer is that Truth pertains to the possibility that an event will occur. If true – it must occur and if false, it cannot occur. This is a binary world of extreme existential.
Title
Add
Headline
Design
Prototype
Code
Trigger
On Click
Action
B
Preserve scroll position
Transition
Instant
Overflow Behavior
None
Prototype Settings
Show Prototype Settings

People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas.

Steve Jobs

Teamwork matters.

WHY IS IT SO HARD TO TALK ABOUT ANYTHING SOFTWARE?



How the client described it	How it was understood.	How the team implemented it.	What it was!

This illustration is by Paragon Innovations, 2005 - Original idea of the tree swing is from Total Quality Management, Oakland, 1989.

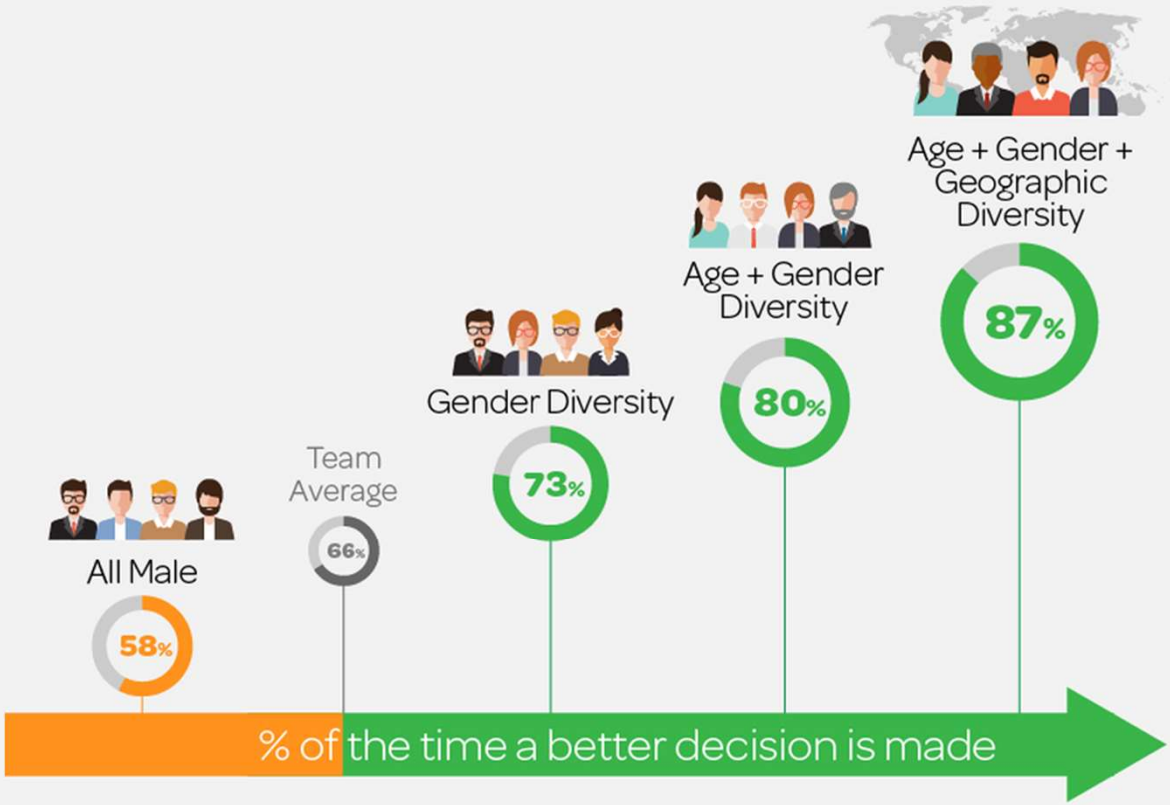
psychological safety

Teammates feel safe to take risks in front of each other.

fostering
psychological safety

- Acknowledge your own fallibility and acknowledge uncertainty
- Model curiosity and ask lots of questions
- Show understanding
- Be inclusive in interpersonal settings
- Help each other

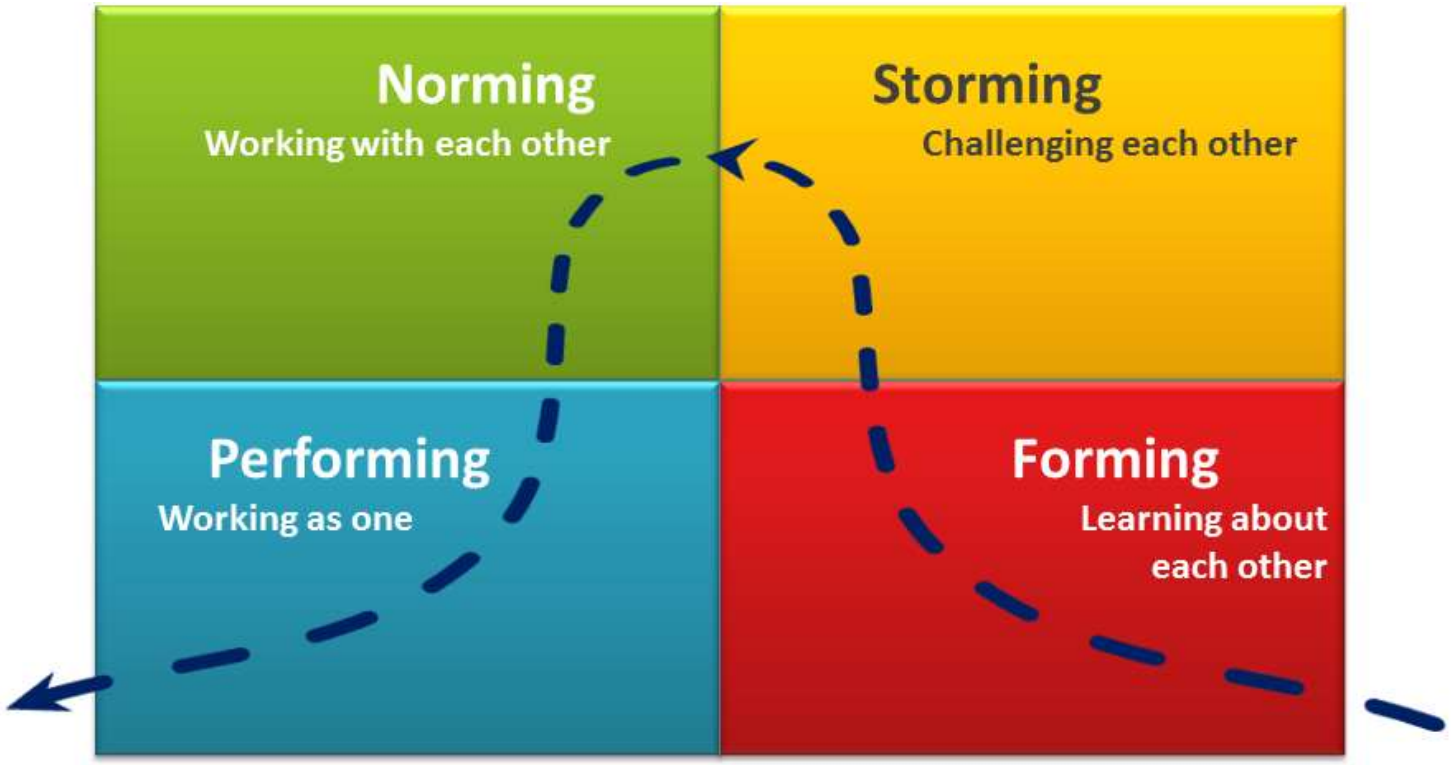
diverse perspectives matter



Diverse teams make better decisions up to **87%** of the time.

https://www.forbes.com/sites/eriklarson/2017/09/21/new-research-diversity-inclusion-better-decision-making-at-work/#486ef0534cbf

growing as a team



practical
suggestions

Retrospectives: What's working well? What can we improve?

1+ times per week: work in the same place

Use a communication tool like Teams or Slack

Take notes during meetings

Plan and track your work. Communicate about blockers + dependencies

Agree on a branching structure, coding conventions, "definition of done" for PRs

Help each other with environment setup and onboarding

Kristen Laird

https://www.linkedin.com/in/kristenlaird/

Microsoft https://careers.microsoft.com/students/us/en/

questions &
discussion