



# Top 9 Misconceptions in Product Management

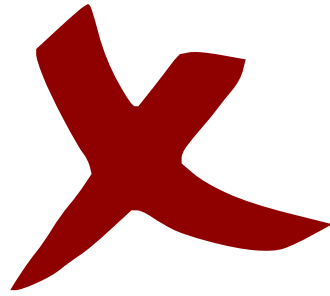
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curated by Paweł Huryn



SWIPE <<<

# 1. Vision, Strategy

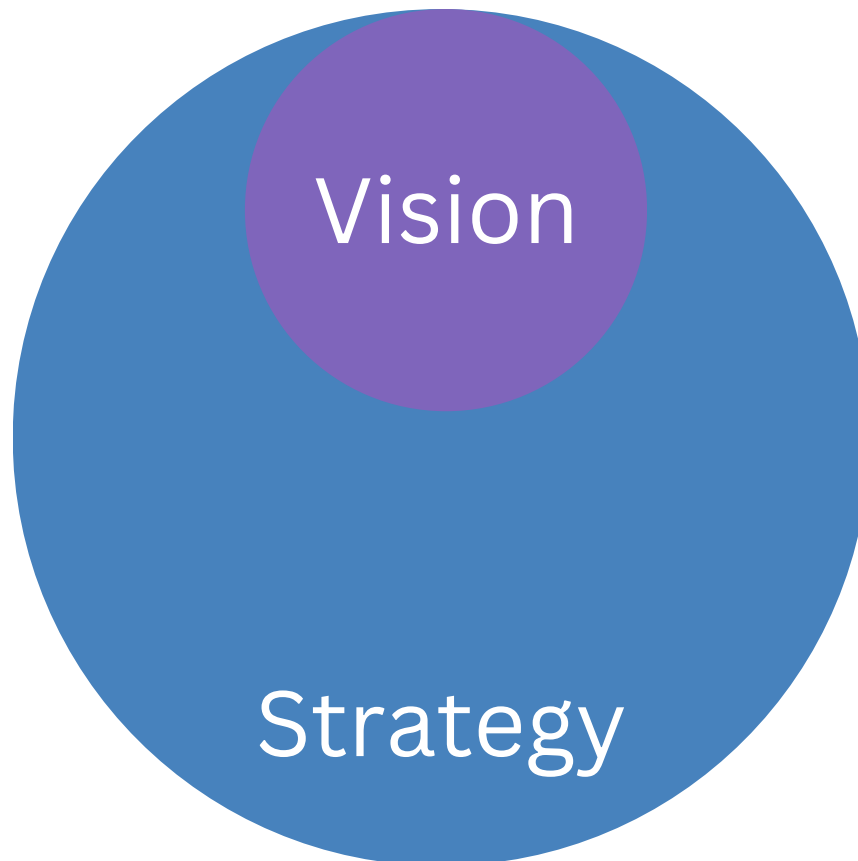


Vision

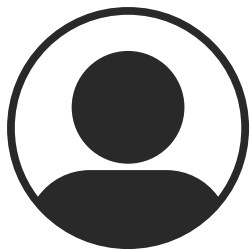
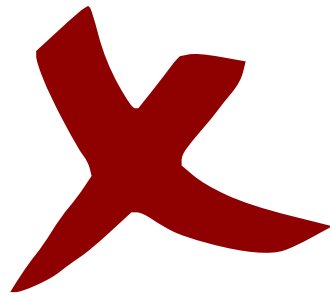


Strategy

# 1. Vision, Strategy



## 2. Product Manager, Product Owner

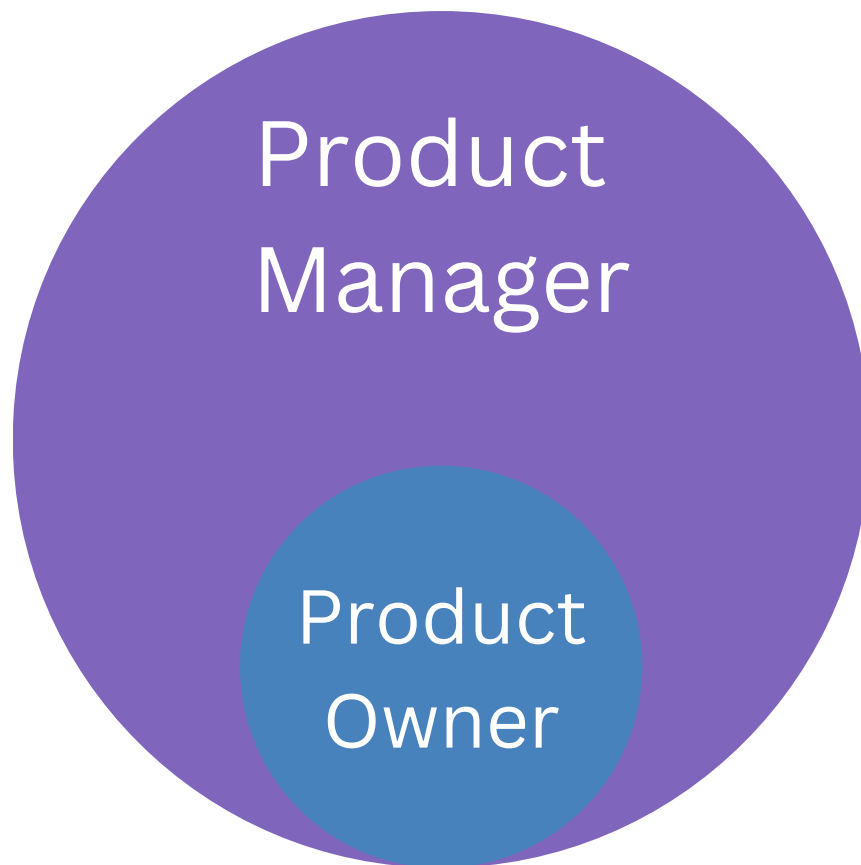


Product Manager

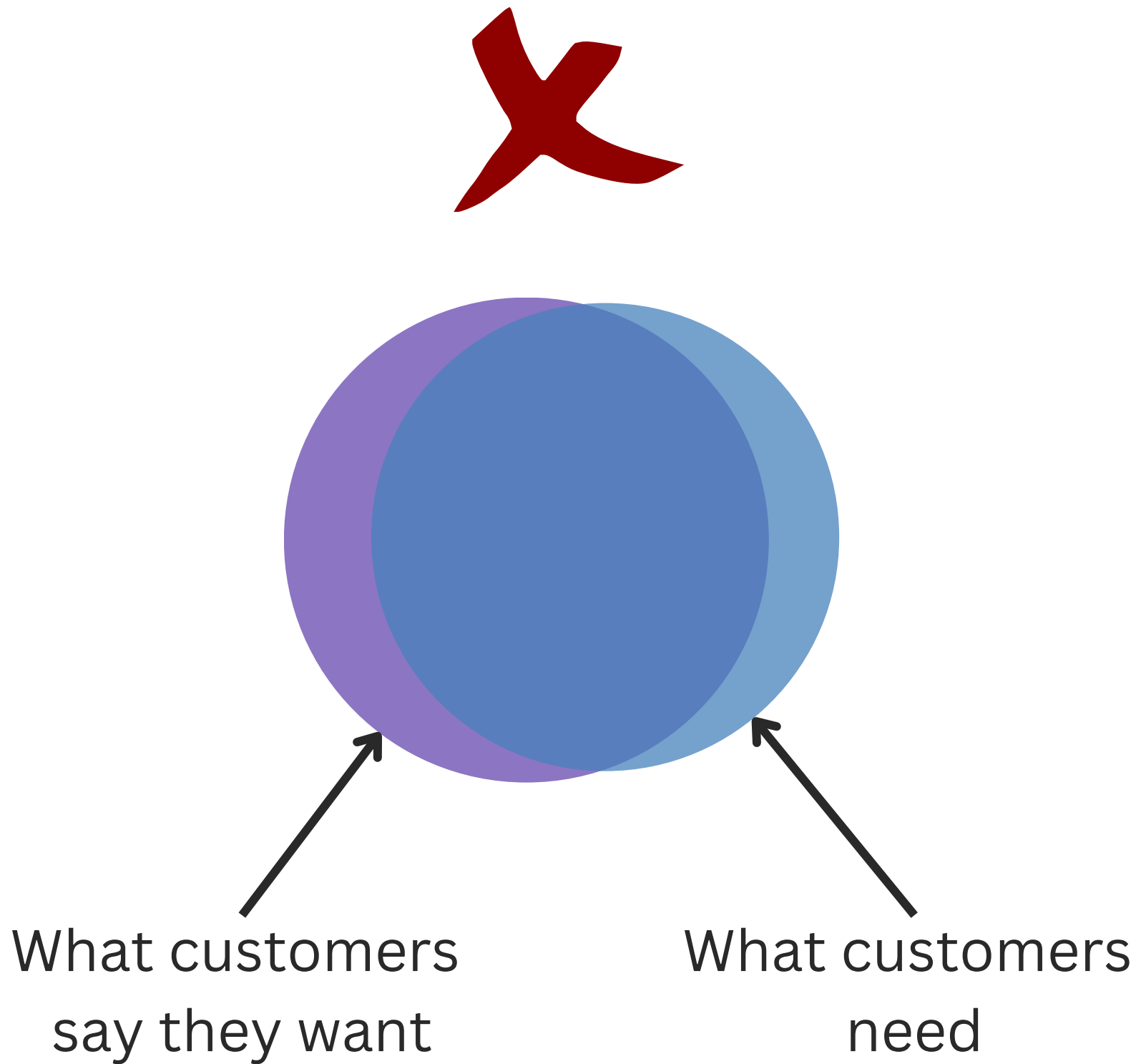


Product Owner

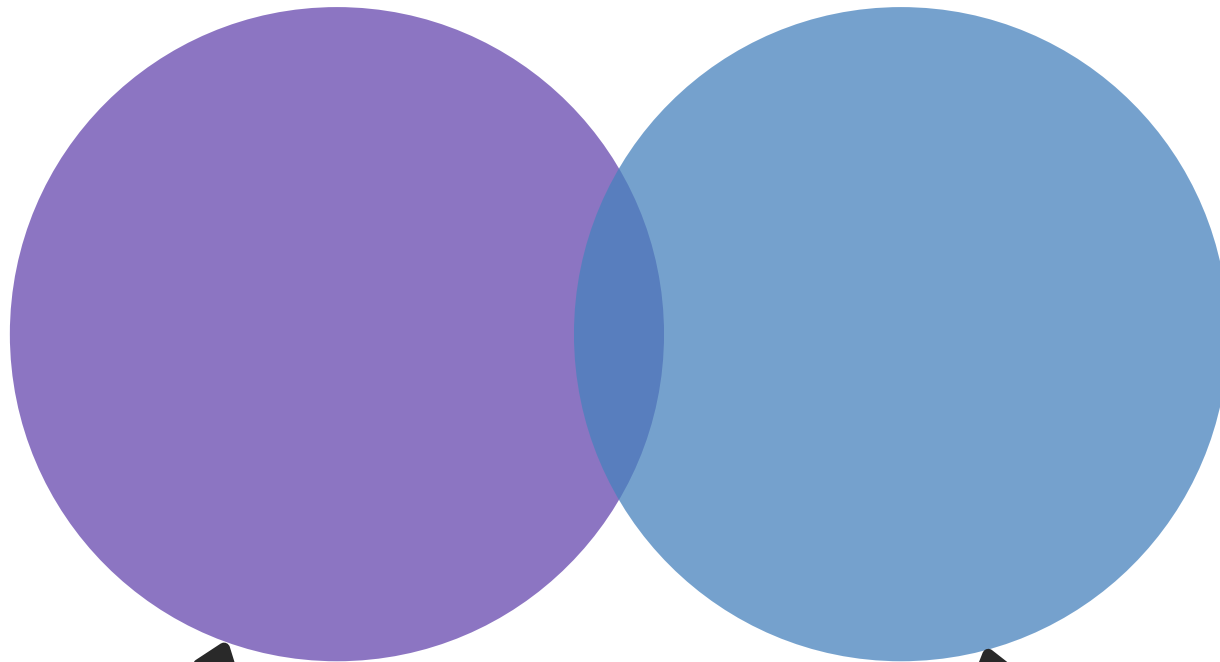
## 2. Product Manager, Product Owner



### 3. Requirements, Needs



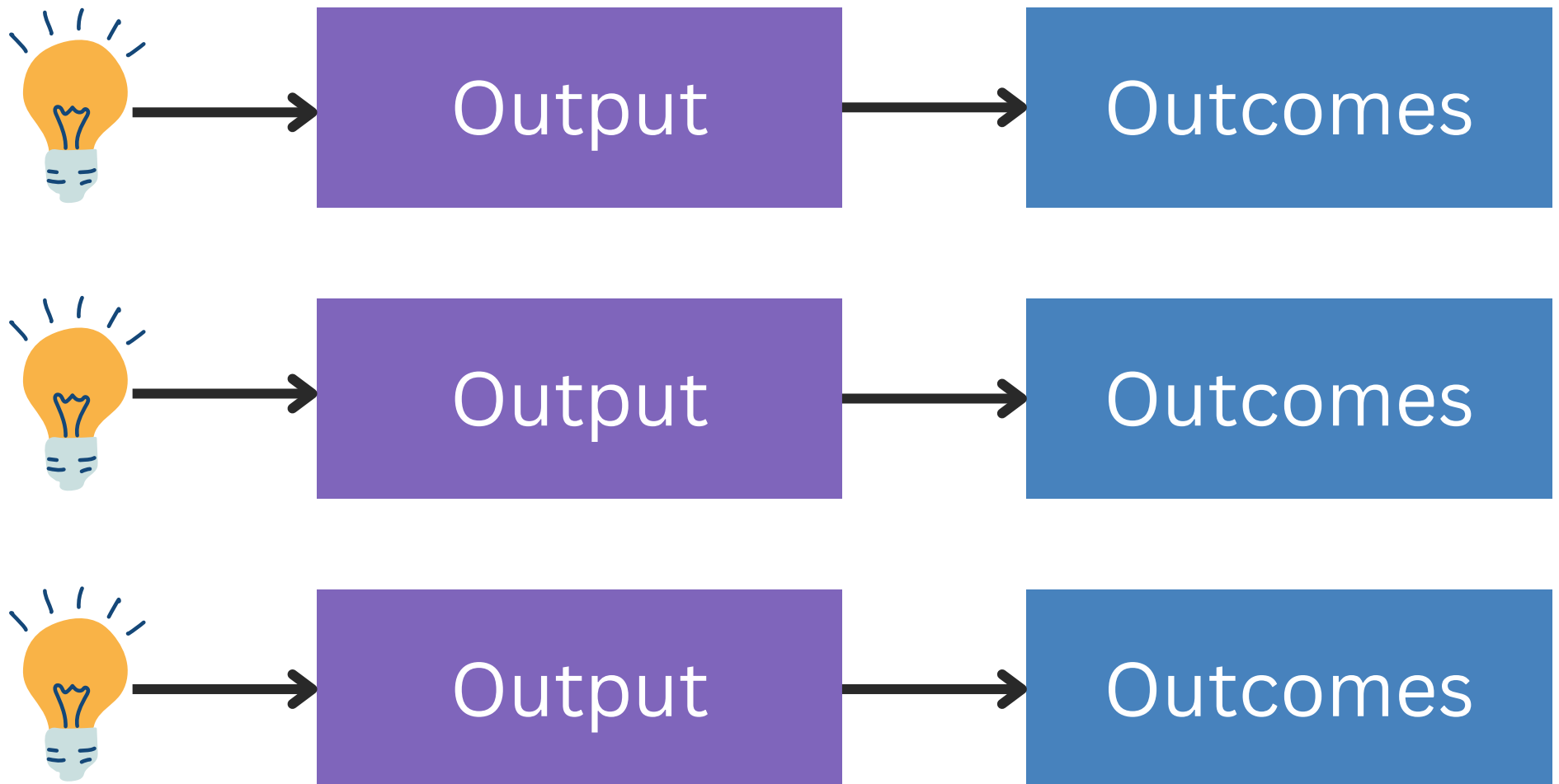
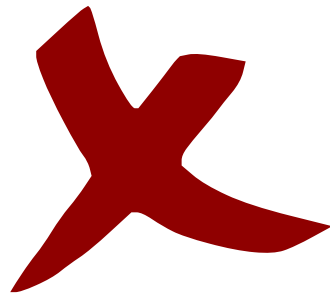
### 3. Requirements, Needs



What customers  
say they want

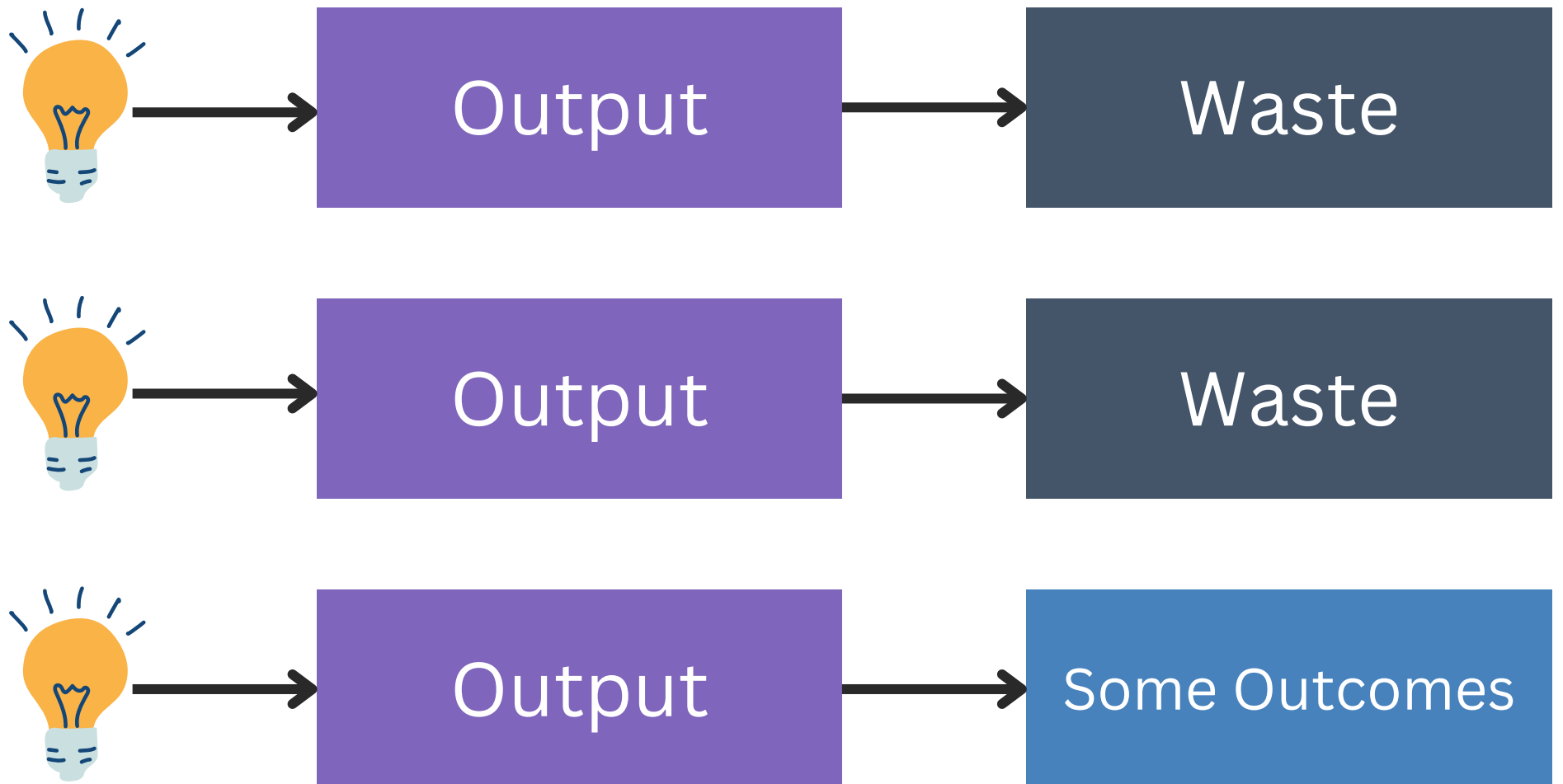
What customers  
need

## 4. Ideas, Output, Outcomes

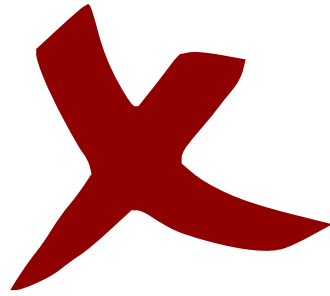




## 4. Ideas, Output, Outcomes



## 5. Manager, Leader



Manager

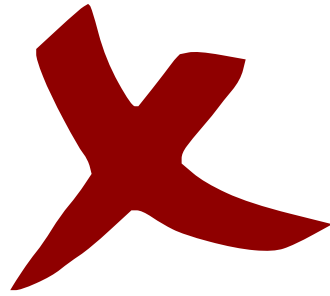
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Leader

# 5. Manager, Leader



## 6. Discovery, Delivery



Discovery

Delivery

Time

## 6. Discovery, Delivery



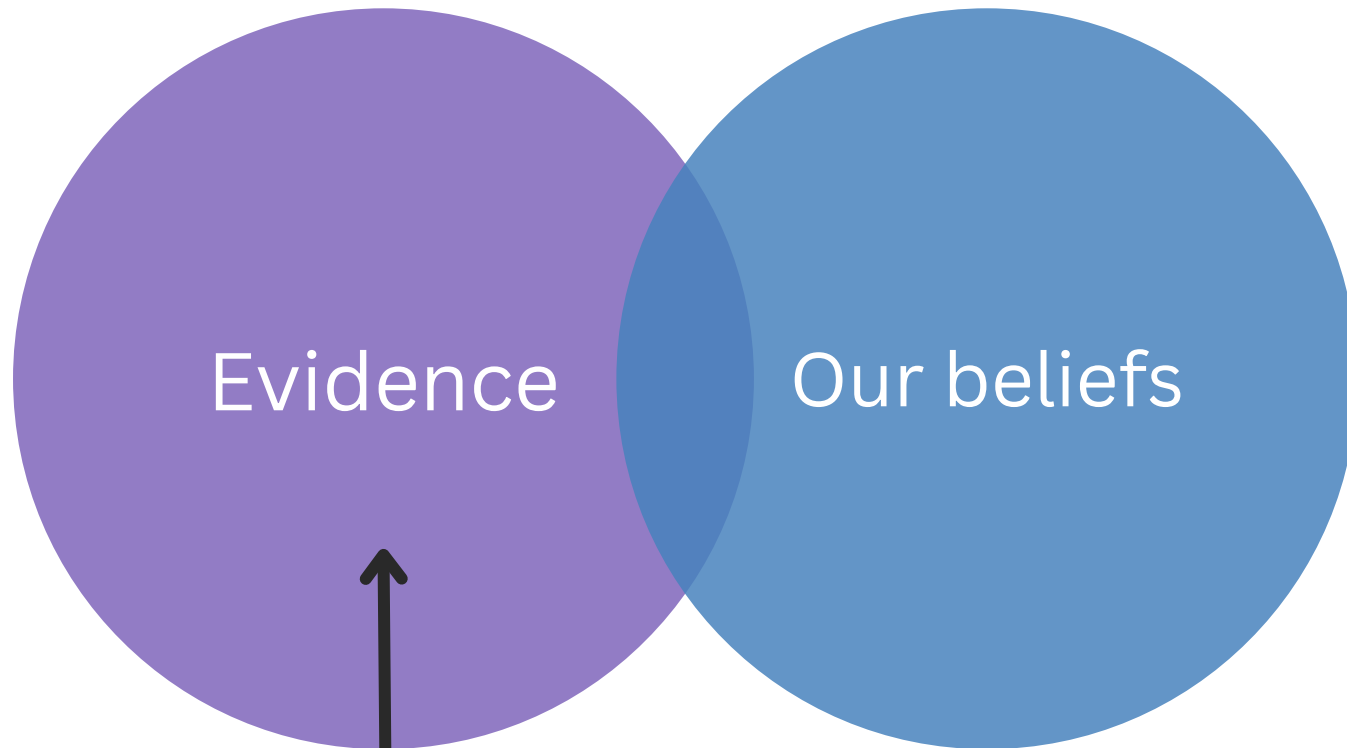
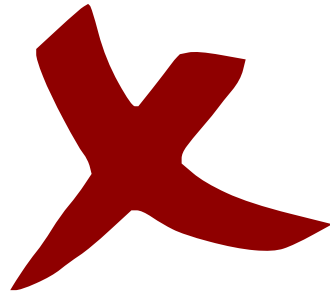
Continuous Discovery

Continuous Delivery



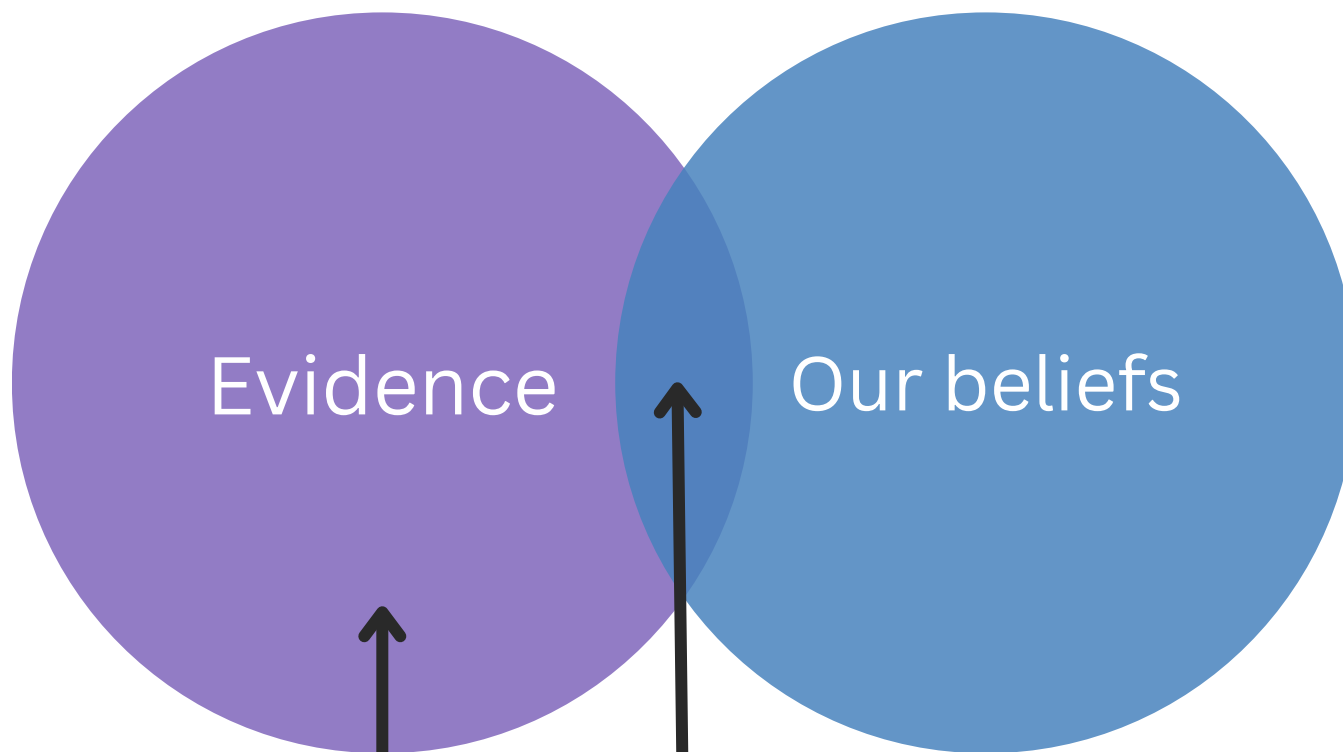
Time

# 7. Evidence, Beliefs



Evidence we believe

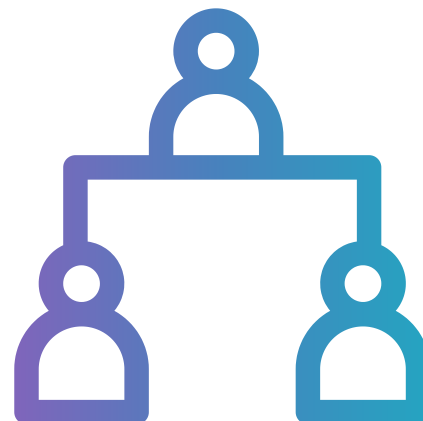
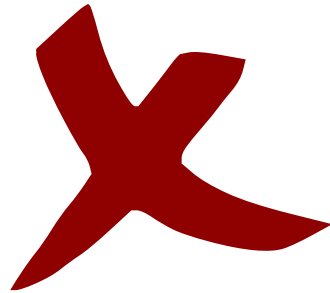
# 7. Evidence, Beliefs



Evidence we ignore

Evidence we believe

## 8. Effective PM

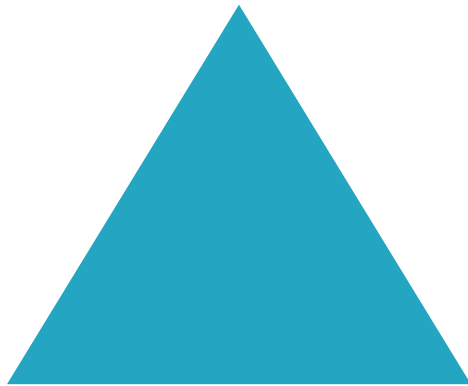
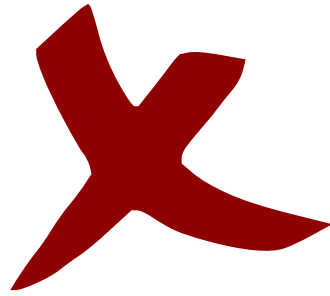




## 8. Effective PM



## 9. Success



Soft skills



Hard skills



Talent

## 9. Success



Hard skills

Soft skills

Hard work



# That's a wrap! What would you add?

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**Paweł Huryn**



Click my name,  
follow, and hit  
the bell 🔔