

# Creating Meaningful Products: Hackpack

September 14th, 2021 / 7:30 PM - 8:30 PM ET

## Description

In this workshop, we'll be discussing all things product management. From what it is, why it's important and the skills needed to be a successful product manager. We'll walk through a product strategy framework that can enable product managers to create successful products. Finally, we'll take a stab at putting together a customer interview as a team to gain some real experience on how to better understand users. There's no prior knowledge needed for this workshop! If you're interested in product management or want to learn more about strategy make sure to join!

## Learning Outcomes

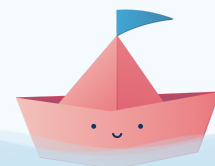
This is what you'll walk away with:

- Strong understanding of product management and its importance
- Knowledge of product strategy and a framework you can use when building your own projects
- Customer interview do's and don'ts plus a sample interview

## Prerequisite Knowledge

In order to get the most out of this workshop you should be comfortable with the following concepts:

- A desire to learn more about product management and how to build products



## Timeline (1 hour)

Time	Module	Description
5 min	Introductions	About myself, my previous internship experiences (PM and non-PM)
10 min	What is Product Management?	Intro to product management, what is it, why it's important, what product managers do on a day-to-day basis ect.
15 min	Product Strategy and framework	Referring to the "Playing to Win" book by A.G. LAFLEY and ROGER L. MARTIN. We'll discuss the choice cascade for making product decisions
15 min	Interview do's and dont's	How to develop a research plan and why interviews are important, what kinds of questions you should be asking and what should you stay away from
15	Interview/research plan exercise	Putting together a study plan for a sample interview objective

## Workshop Lead Contact

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## **Additional Resources**

### **Hack the North Resources**

#### [Hack the North 2021 Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this weekend.

### **Workshop-Specific Resources**

#### [Playing to Win: How Strategy Really Works](#)

Book by Alan G. Lafley and Roger Martin surrounding the set of 5 questions that must be answered in order to develop a product strategy

#### [What is Product Management - Atlassian](#)

A High-level overview of product management from Atlassian that touches on the roles and responsibilities of product managers.

