

Welcome!

Professional Development Seminar Series



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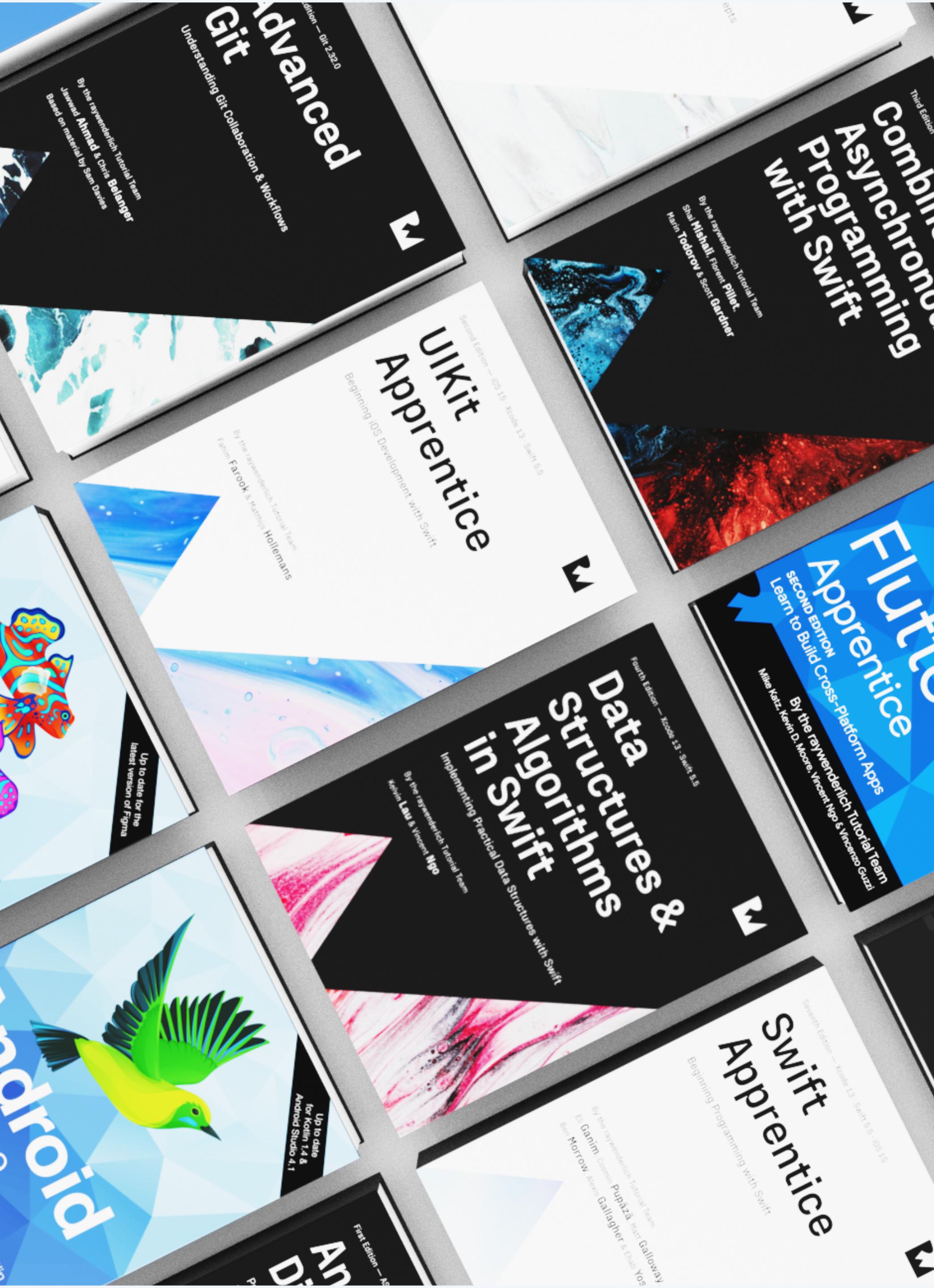
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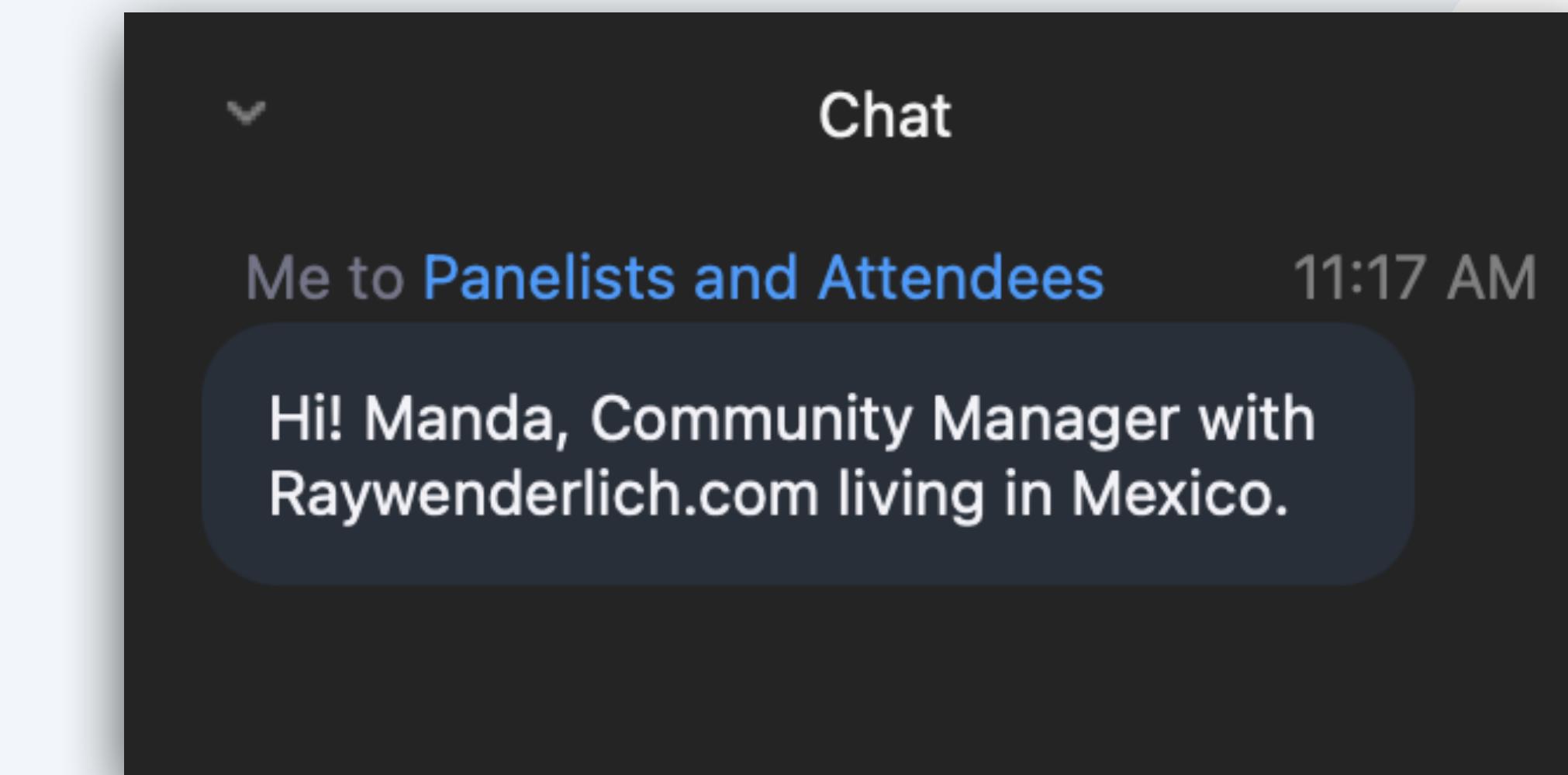


Book Giveaway

In the Zoom Seminar Chat...

Say hello and where you're joining from!

That's it!



WELCOME!

Demystifying Product Management for Developers & Teams

MARCH 30, 2022 • 11AM EST



Aaron Douglas

ENGINEERING DIRECTOR &
PRODUCT LEAD, AUTOMATTIC



ASTRALBODIES



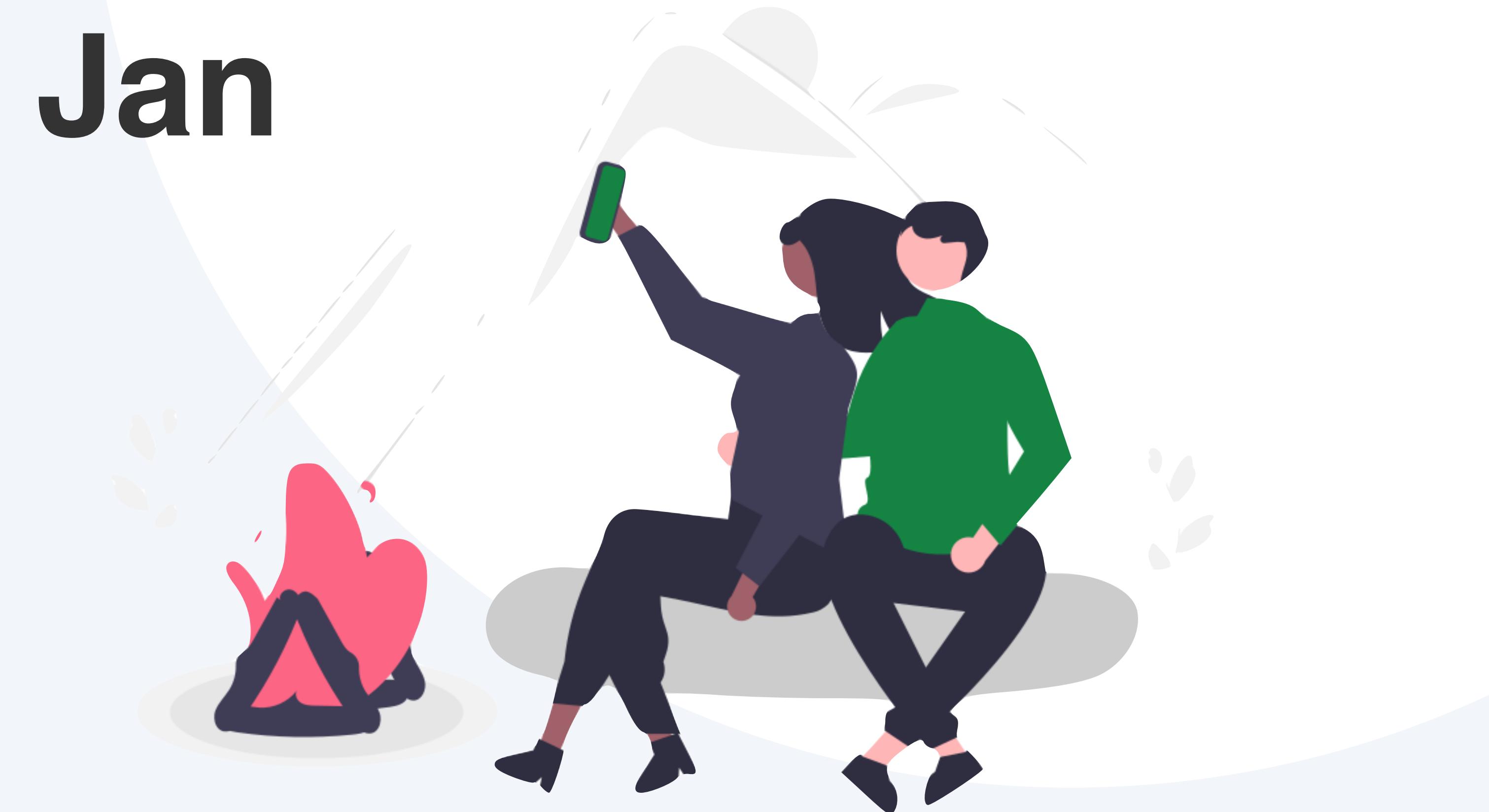
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Agenda

- Meet our model team we'll learn from today
- Understand the varying needs of the team and how Product Managers bridge that gap
- Learn why you should care and how thinking like a Product Manager can help you!
- Questions and discussion!



Meet Brit & Jan



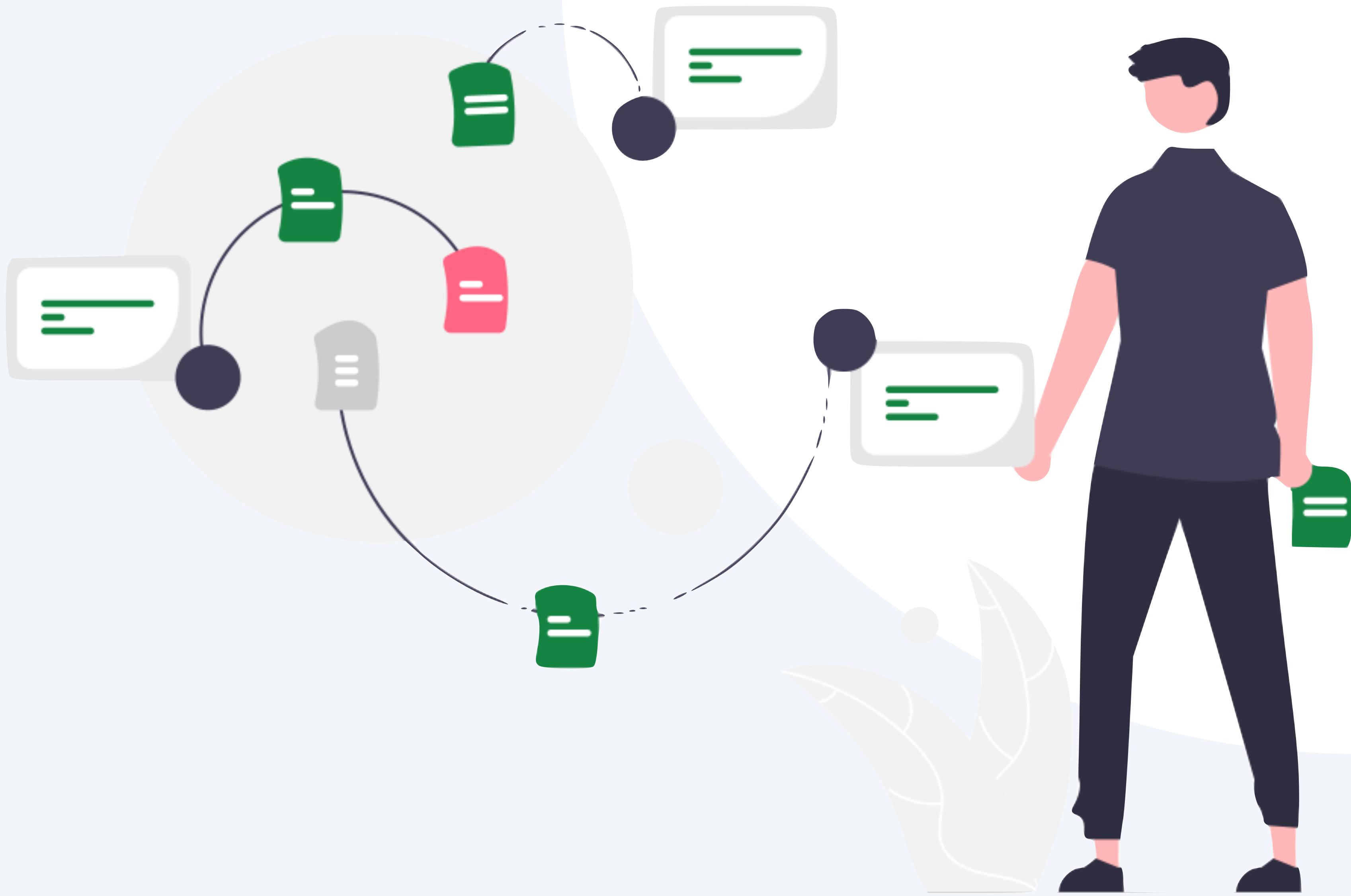
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Camp Found



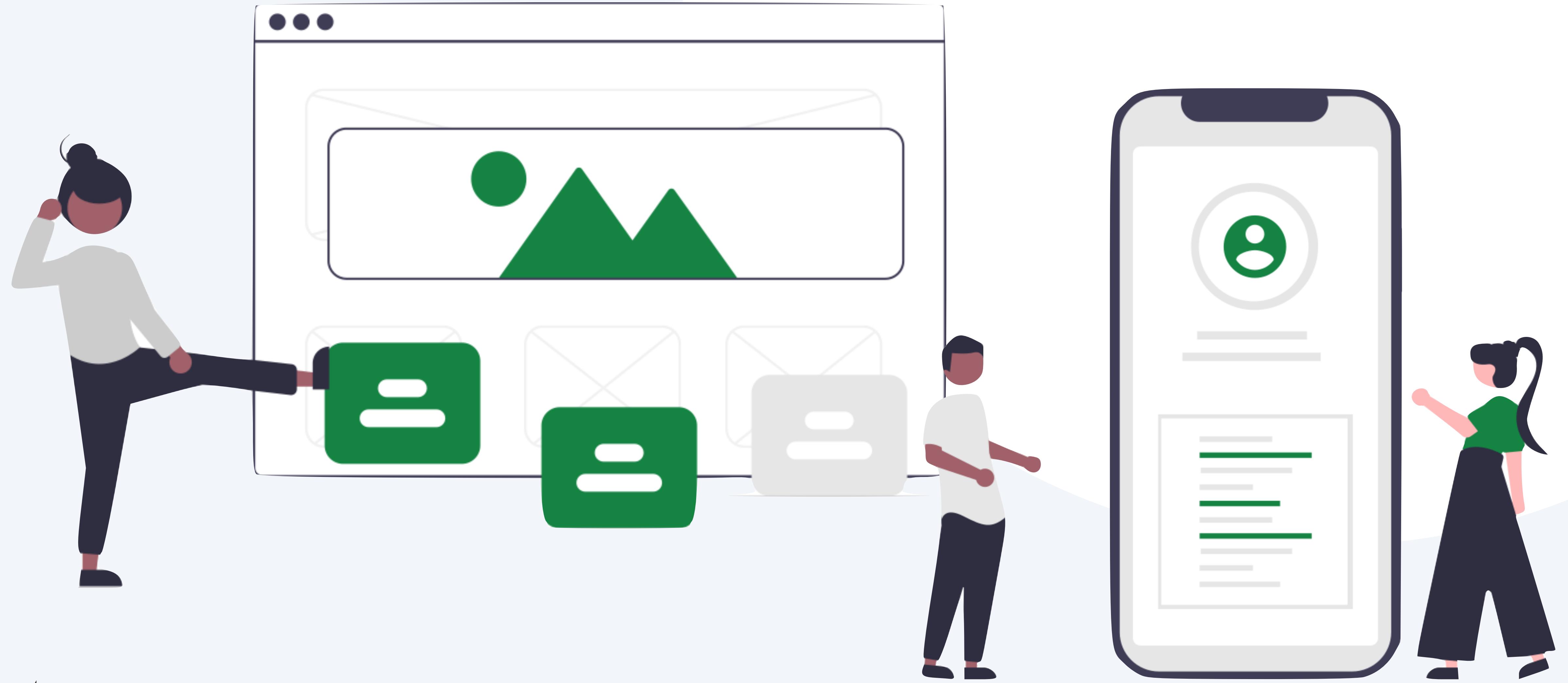
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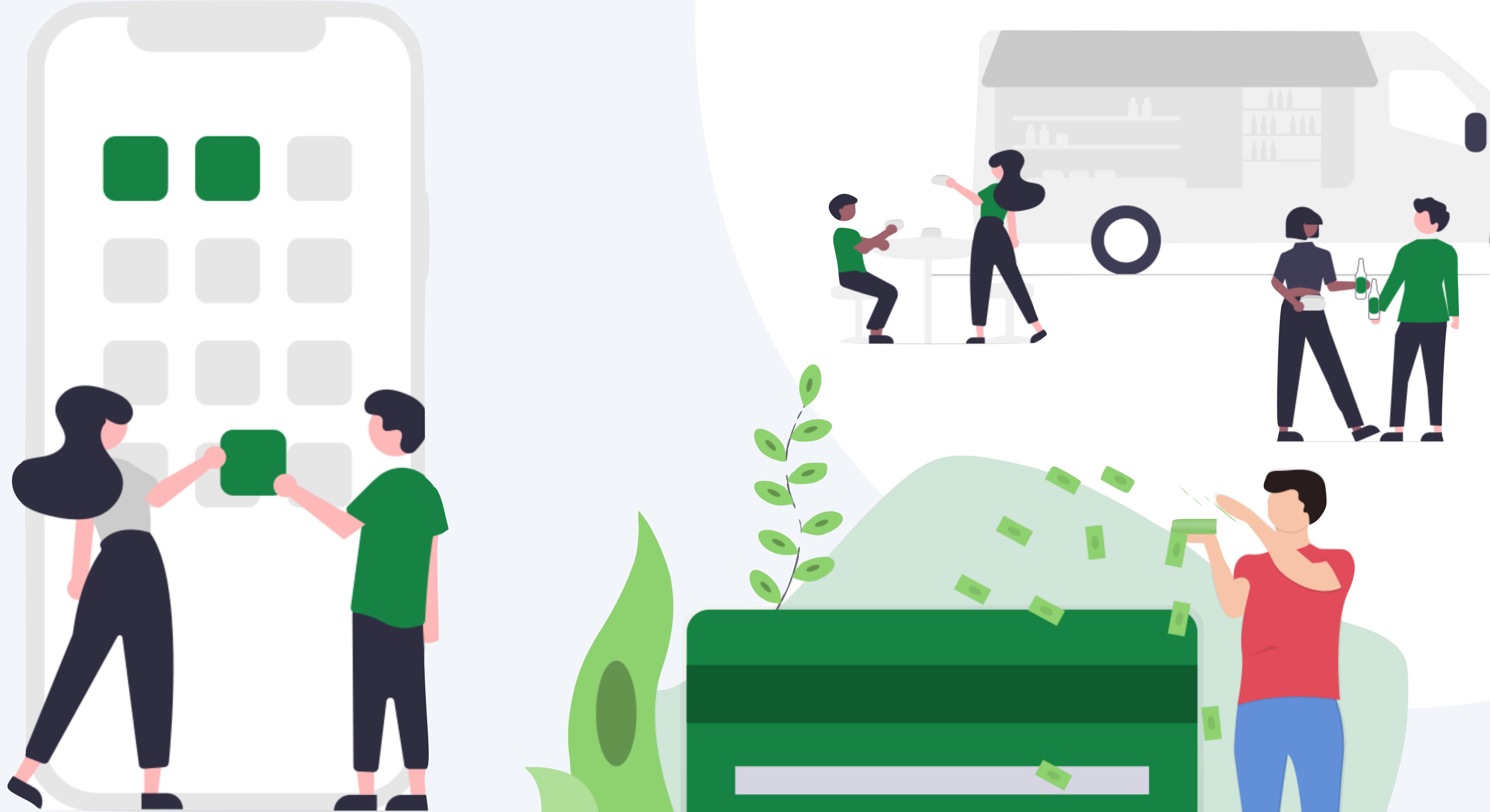
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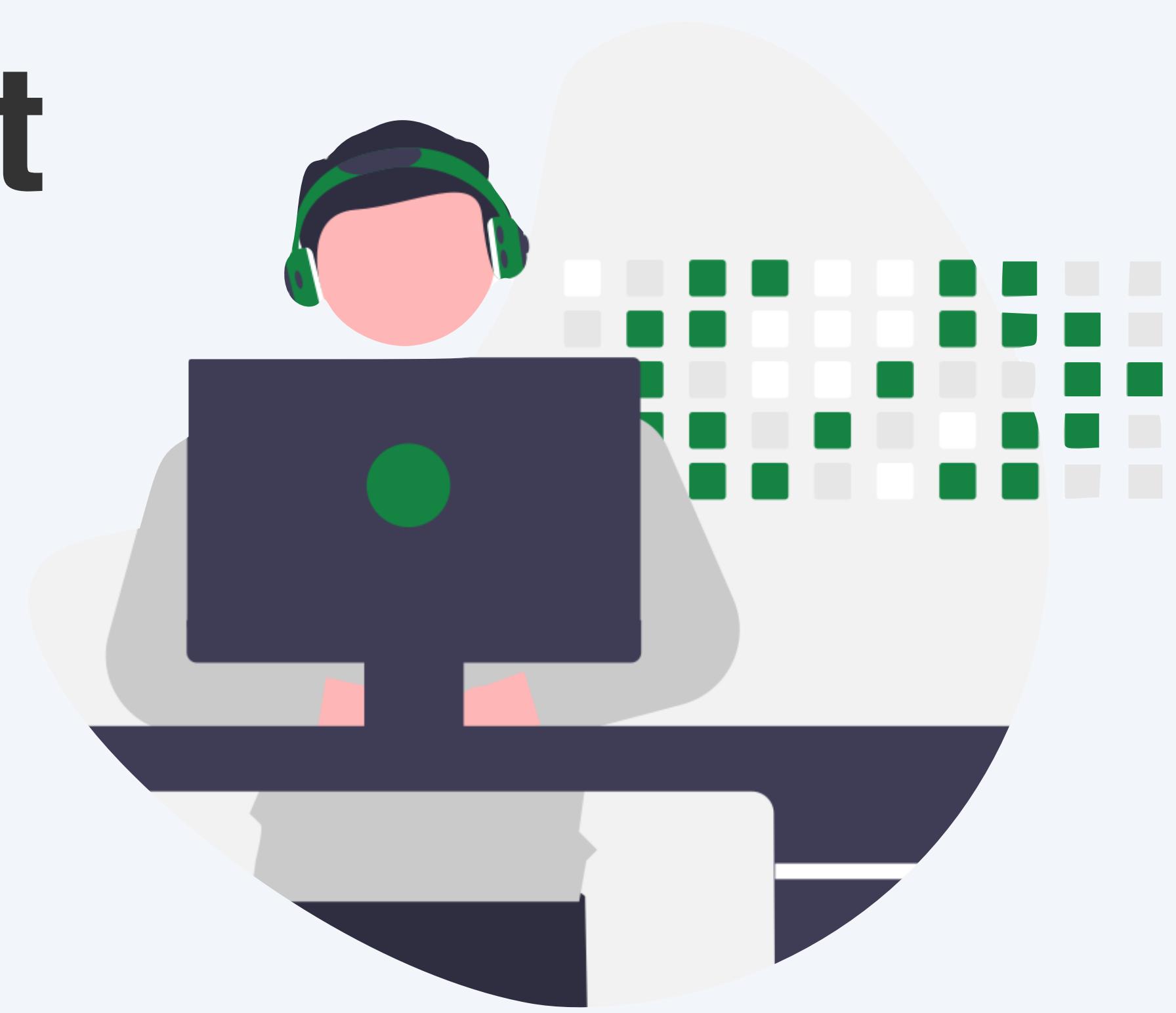
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**Brit & Jan
need help with
Product Management**



What Developers Want

- Solid architecture
- Performant
- Works to specifications
- No crashes
- Less rework, solid designs



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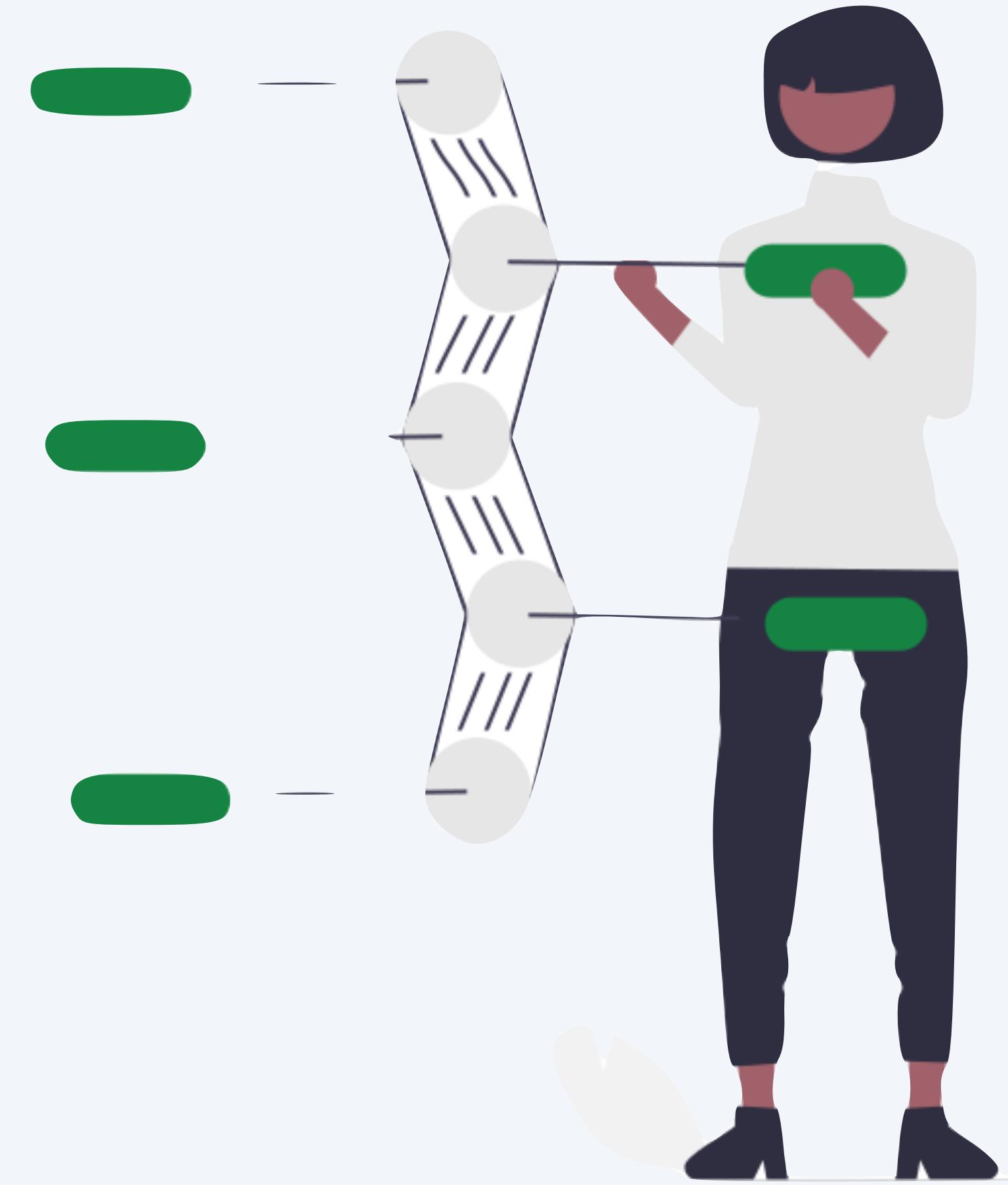
What the Business Wants

- Happy customers
- More opportunities for recurring income
- Renewals of service contracts
- Low support costs
- Scalable model of growth



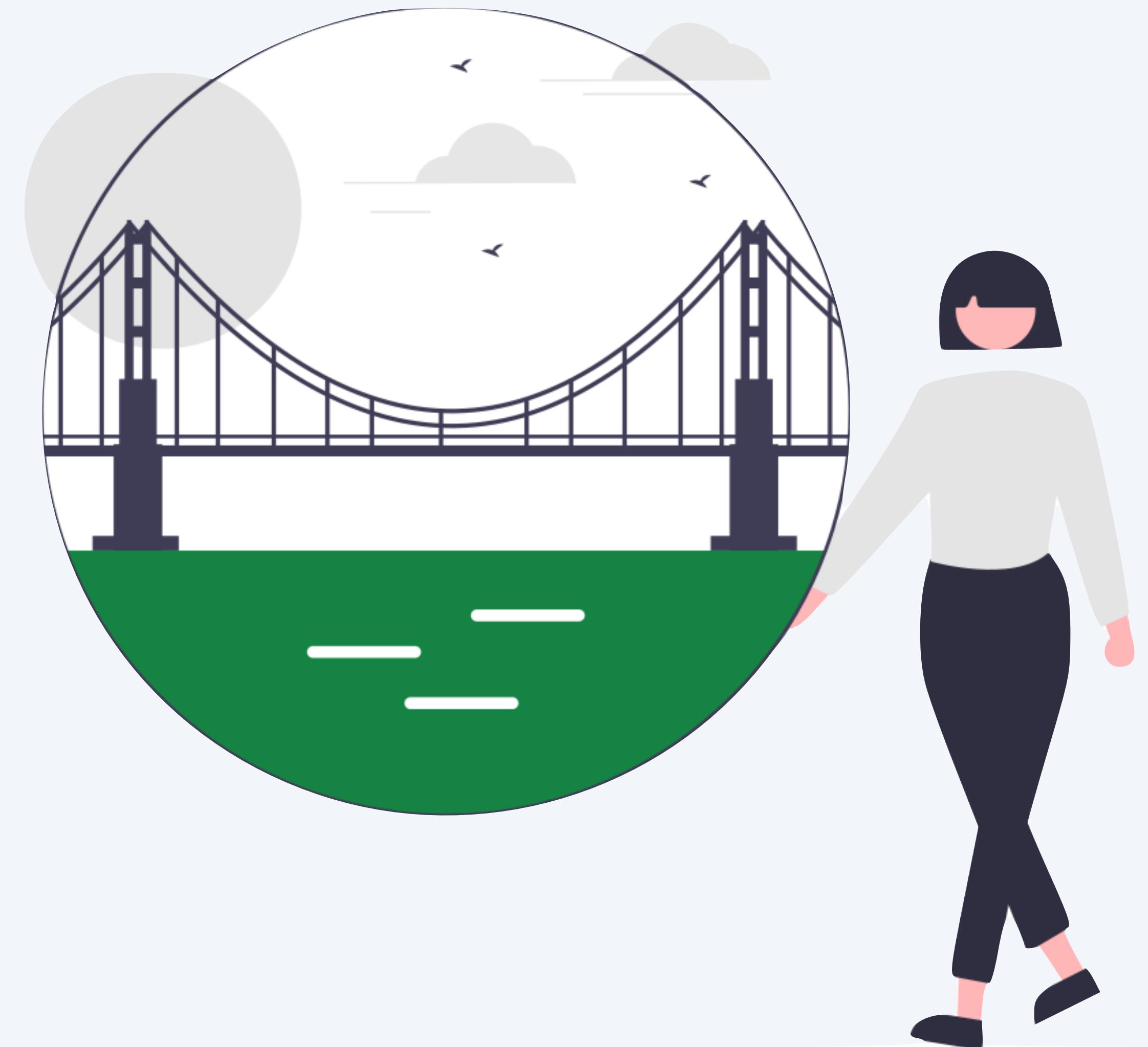
Product Managers

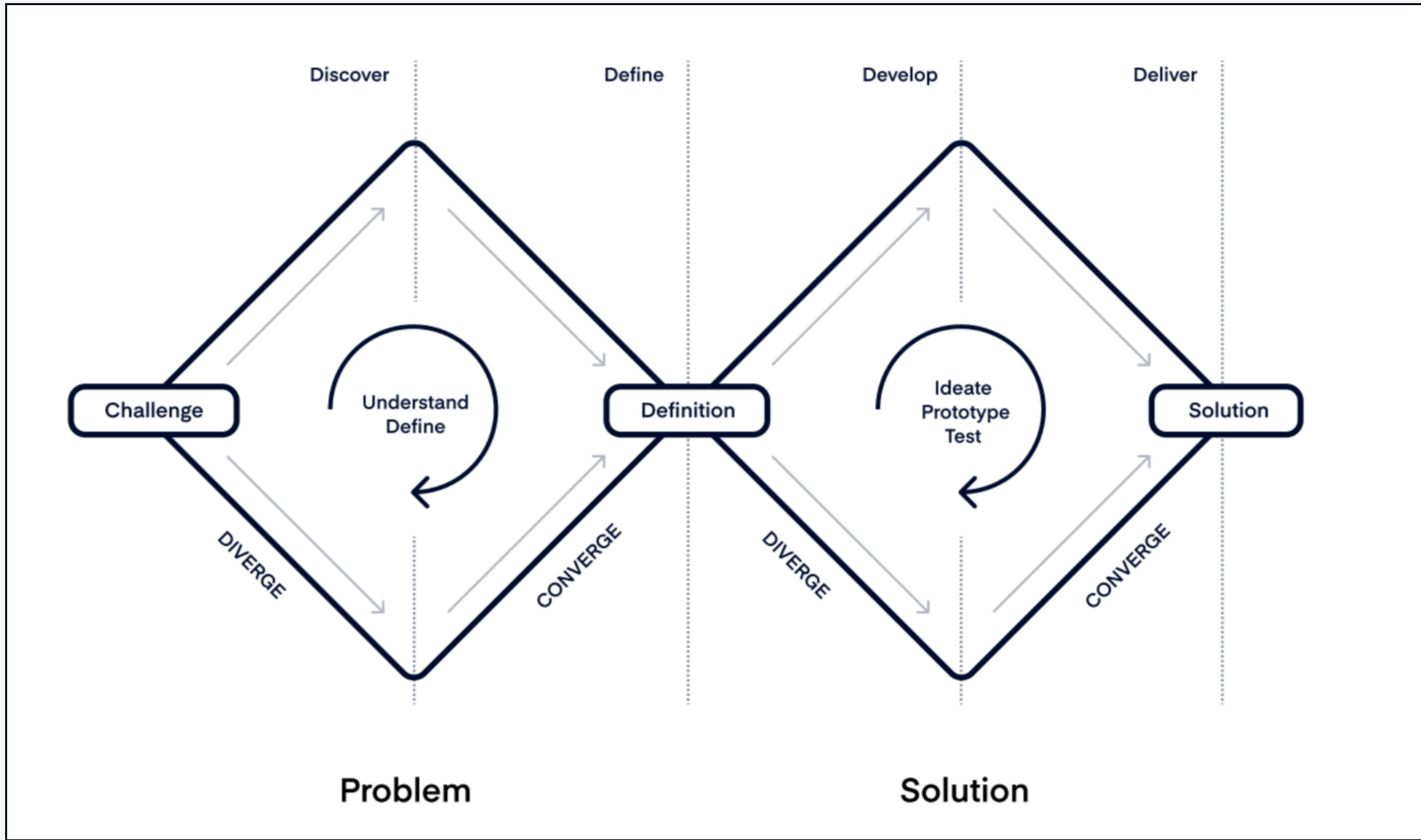
- Bridge the gap between the business, design, and engineering
- Not people managers
- Not project managers
- Aren't usually “in charge” of decisions
- Achieve value through solving user problems



How do you bridge the gap?

- Understand the business goals
- Talk to the customers A LOT
- Define opportunities & outcomes
- Experiment on solutions
- Roadmaps
- Measure success
- Iterate





Why should you care?



It's true, roadmaps are the thing you probably care about most.

Should it be?



Customer Interviews and the Discovery Process



Goals

Plans

Roadmaps

Personas

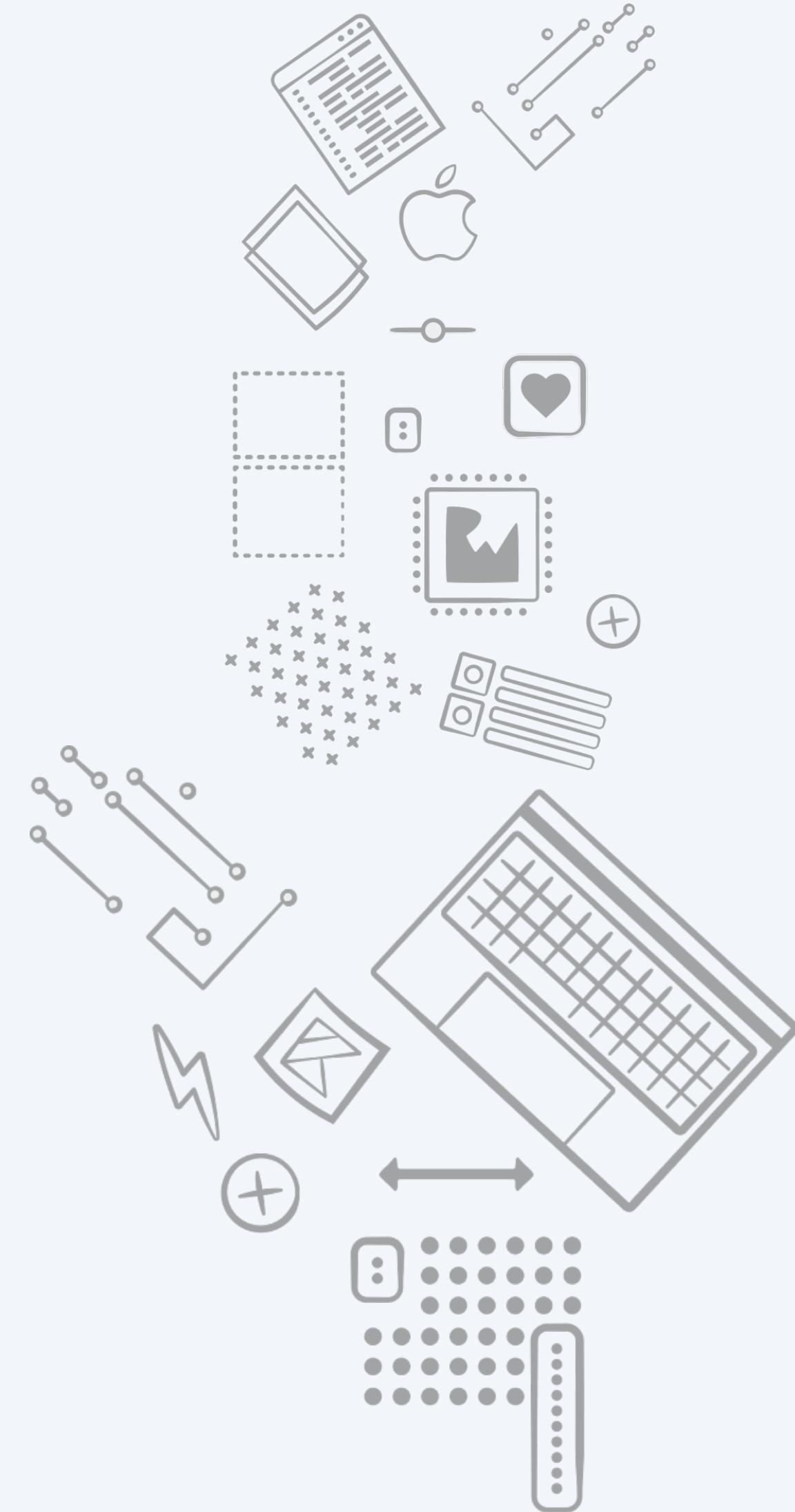
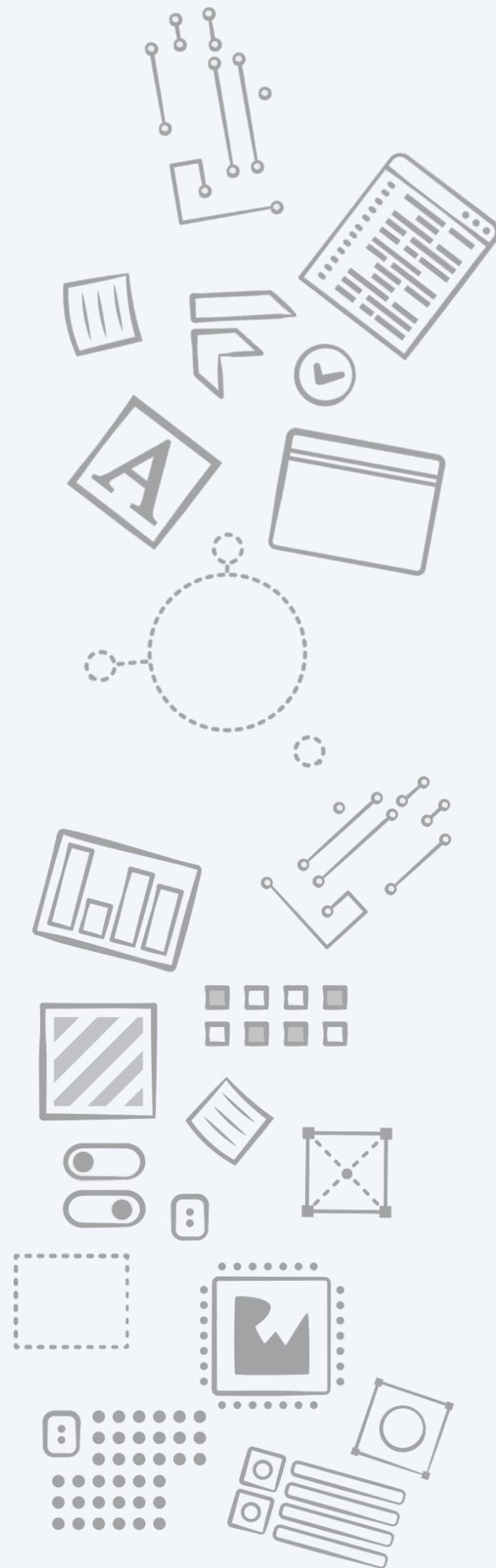
Empathy
Maps

Jobs to be
Done



Product Requirements Document

- Problem Alignment
- High Level Approach, Narrative, Goals, Non-Goals
- Solution Alignment
- Key Features (Plan of record, Future considerations), Key Flows, Key Logic
- Launch Plan

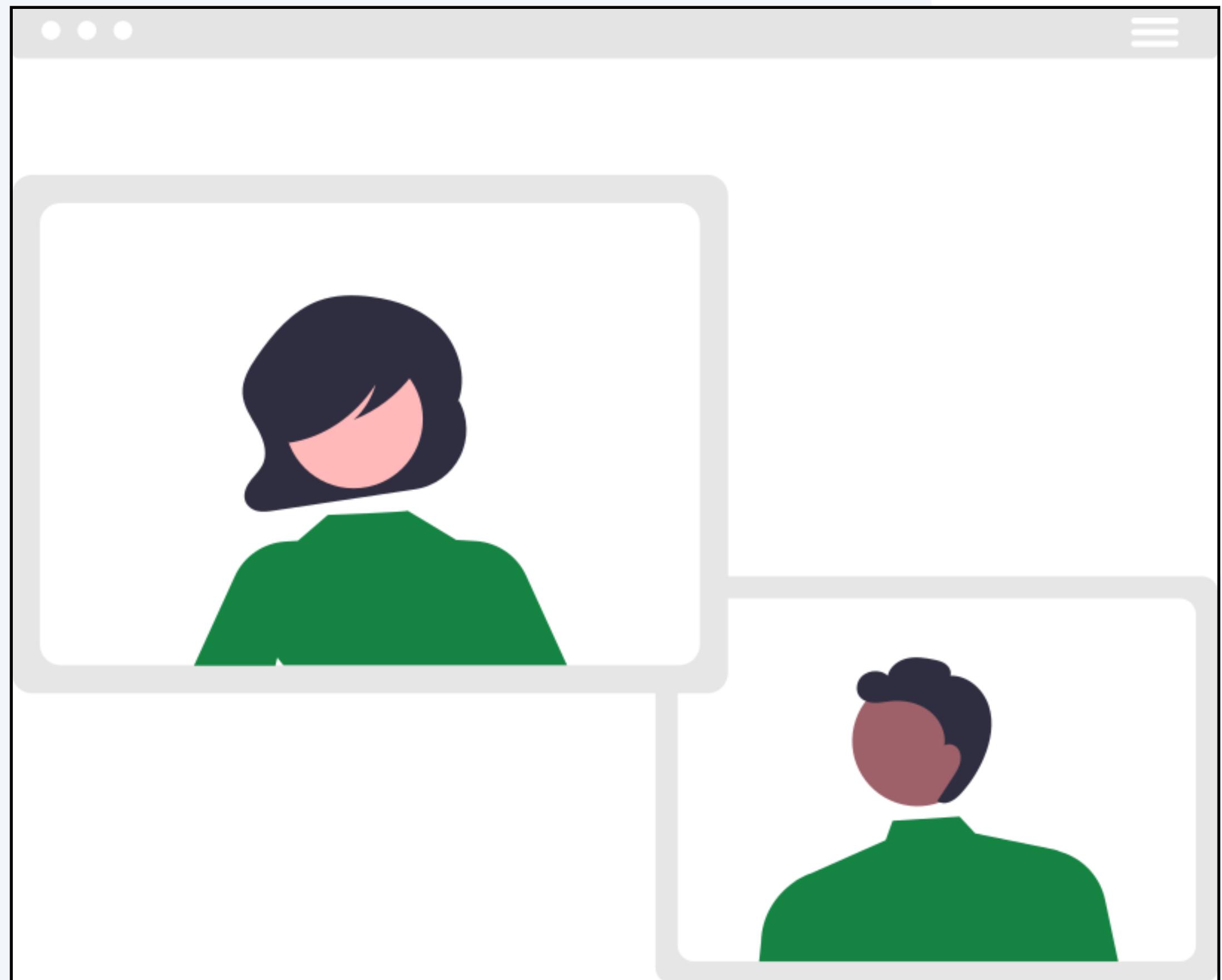


Other helpful Product Manager tricks of the trade you can use!

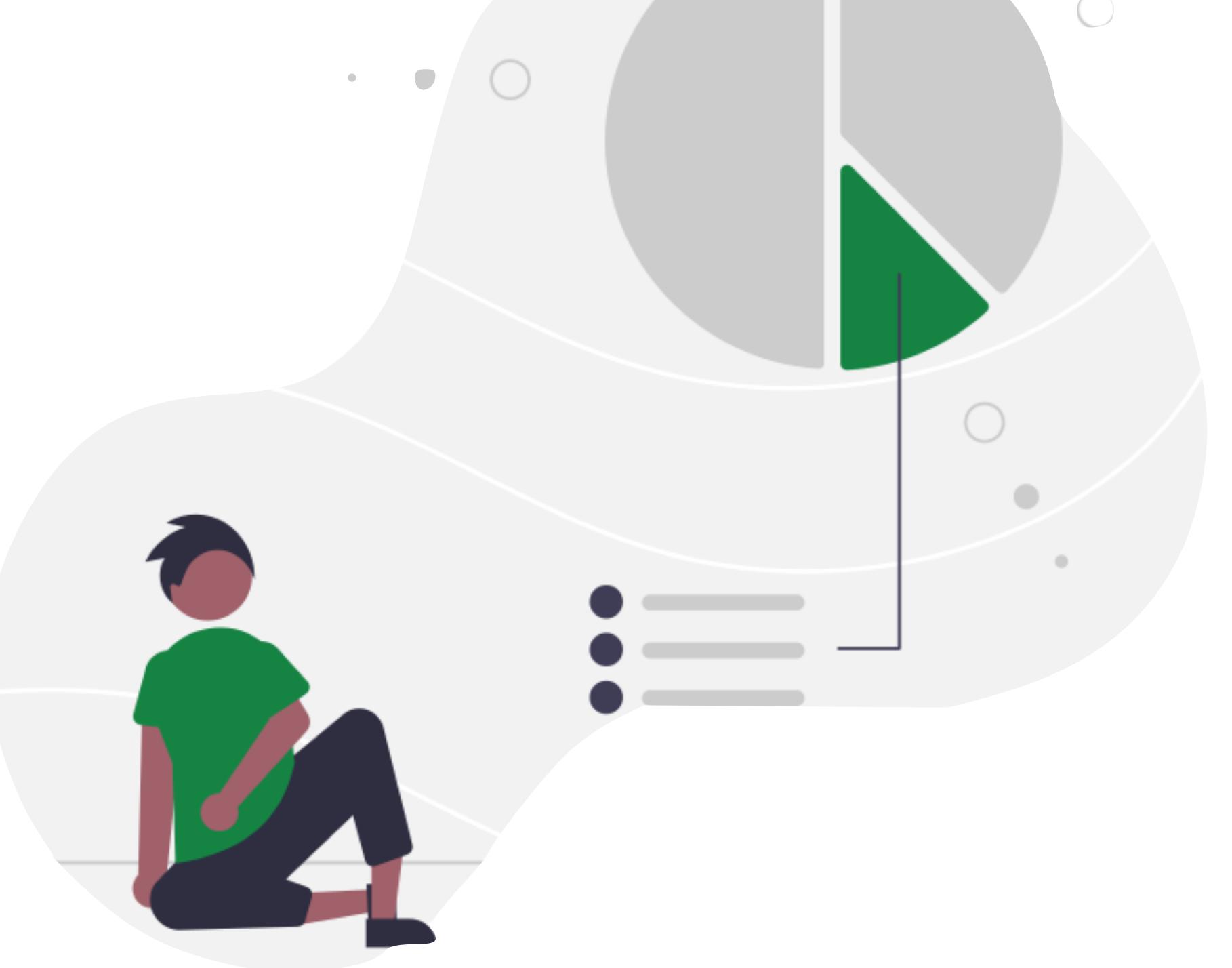
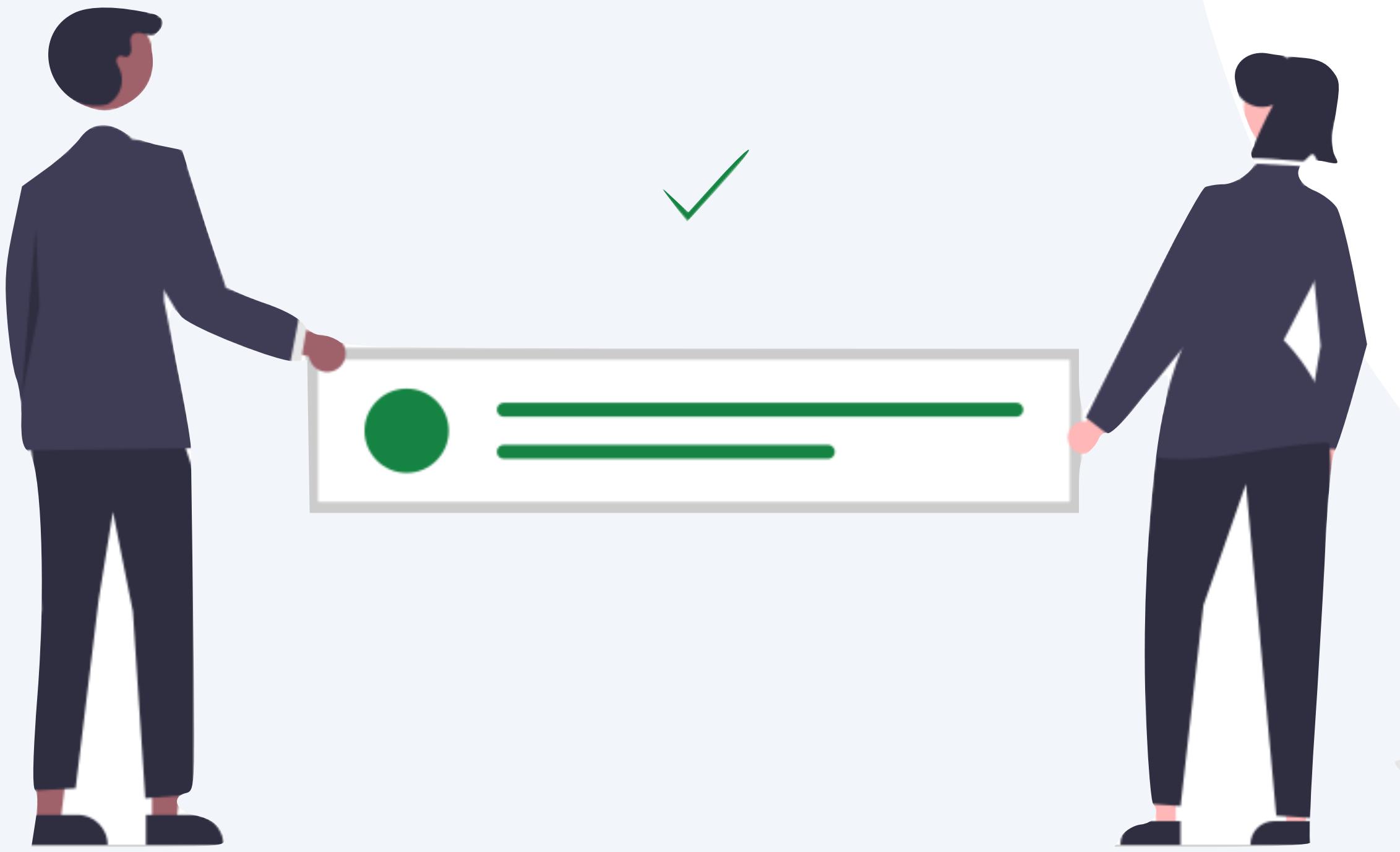


Brit & Jan Hire a PM





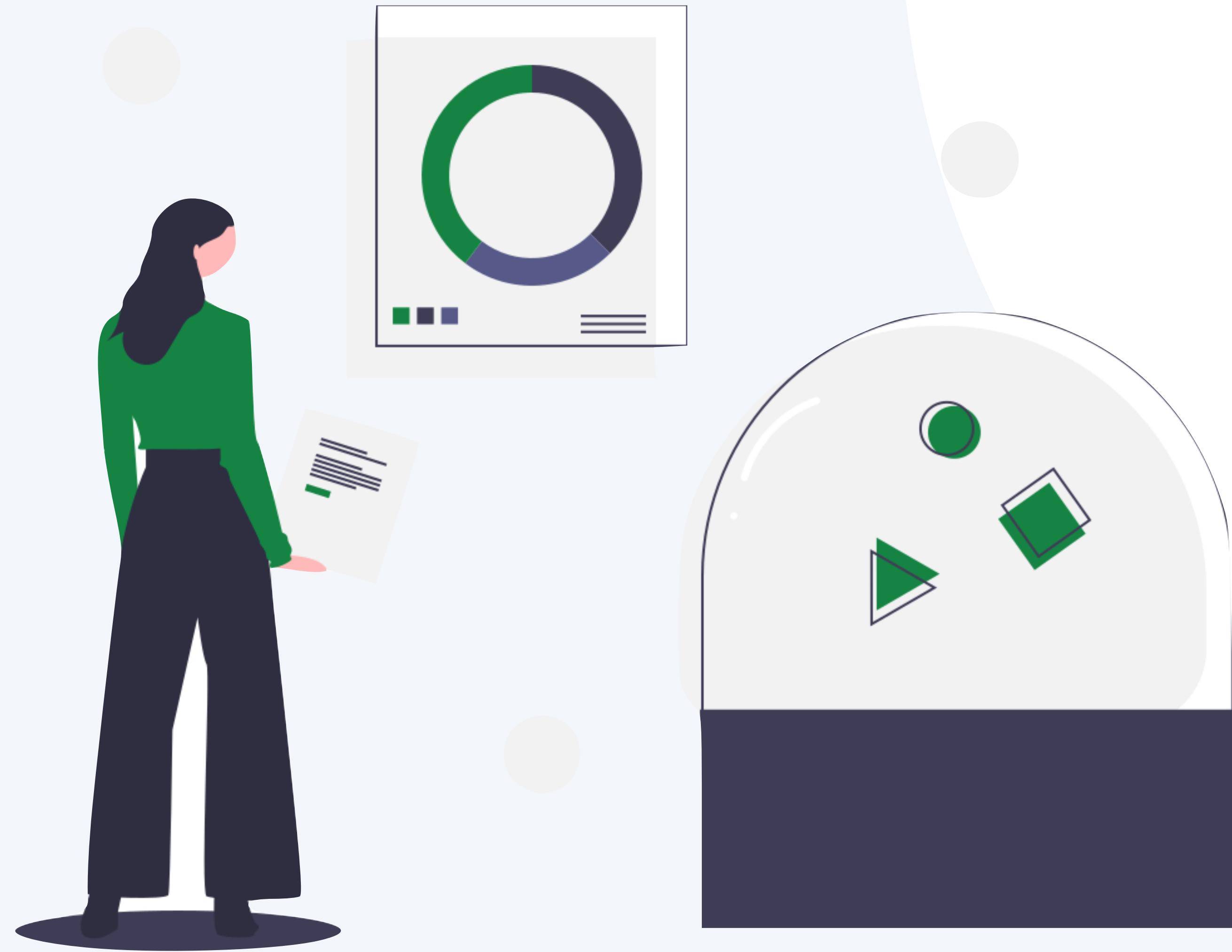
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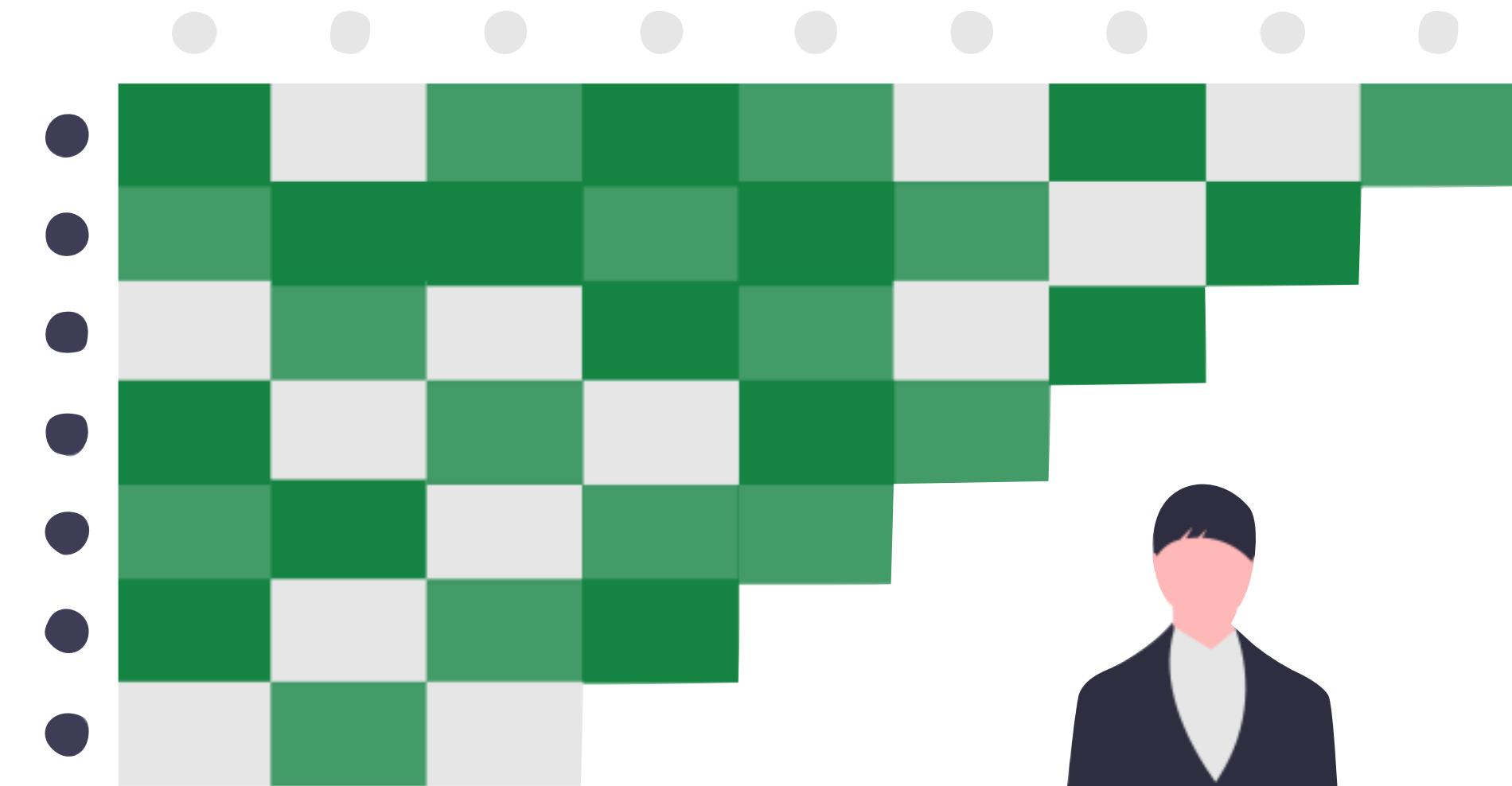
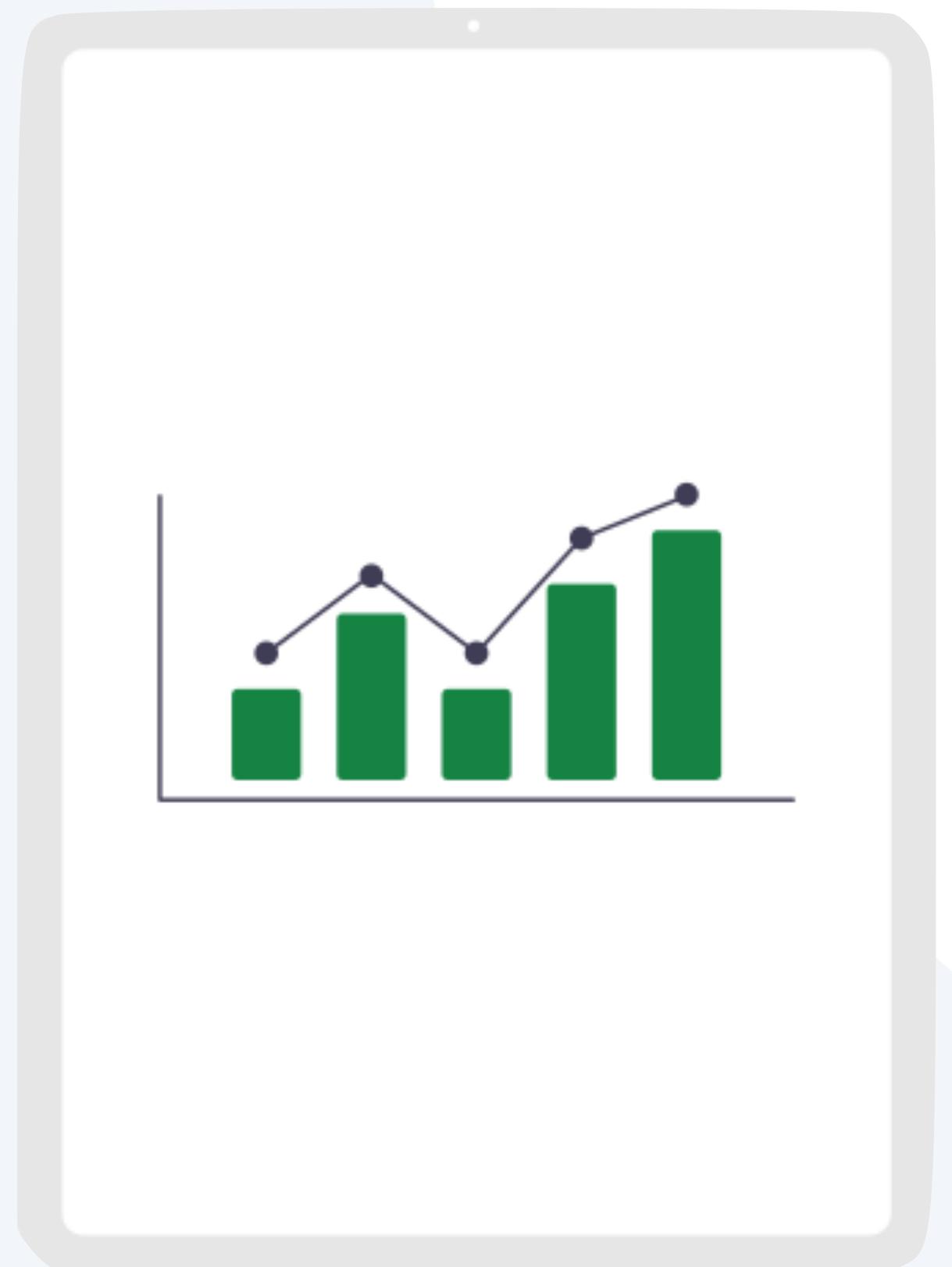
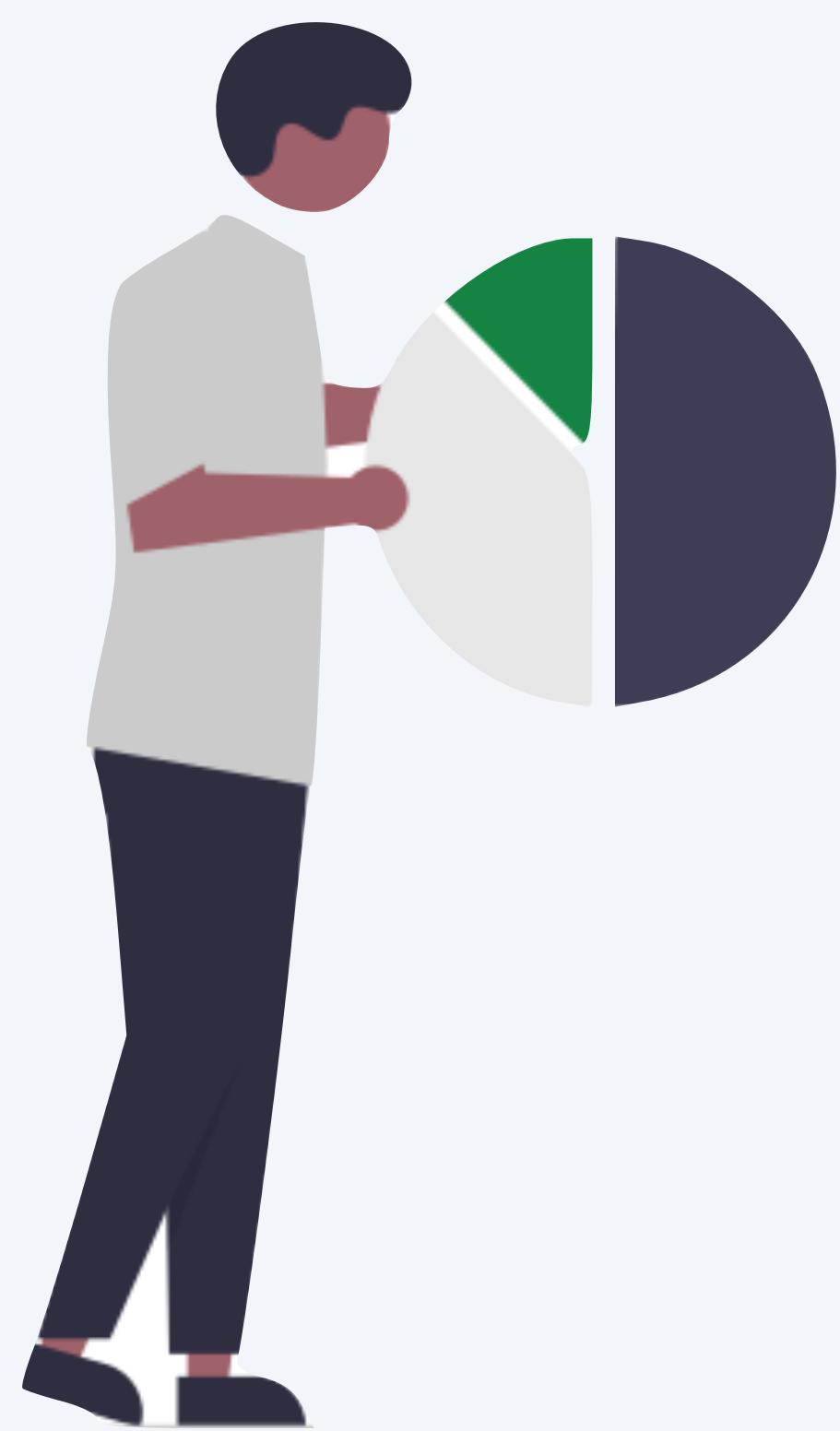


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Key Takeaways

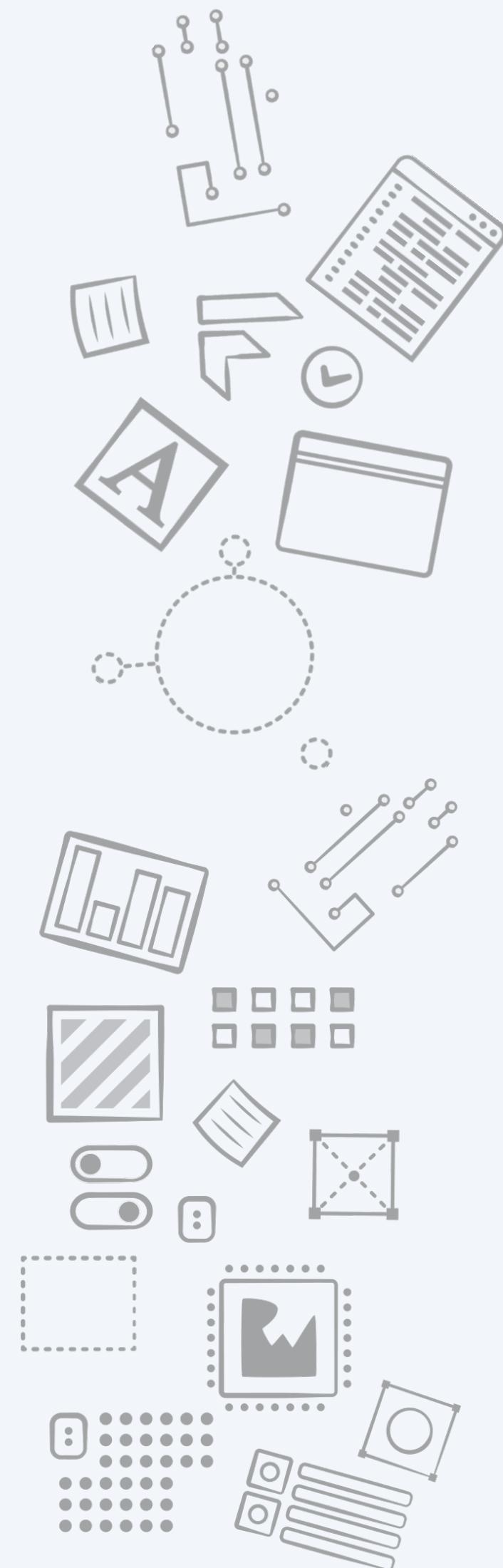
Product Management

- Is not project management.
- Helps align on problems.
- Creates solutions to solve the problems.
- Makes sure the right solution was made.
- Informs, not runs, the engineering team.



Recommended Resources

- **Escaping the Build Trap** by Melissa Perri
- **Inspired: How to Create Tech Products Customers Love** by Marty Cagan
- **Product Management in Practice** by Matt Lemay
- **Reforge** <https://reforge.com>
- **The Product Institute** <https://productinstitute.com>



Questions?



Thank you!

