

A group of people are working at laptops in a modern office setting. The image is slightly blurred, focusing on the text overlay. In the foreground, a person is seen from behind, wearing headphones and typing on a laptop. To their right, another person is also working on a laptop. In the background, a man is wearing a headset and looking at a laptop, and another person is visible on the right side of the frame. The office has a wooden desk and a window in the background.

**Less or more random  
thoughts for developer  
products managers**





# Yo!

I'm **Conrad**

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Developer communities guy. Let's talk  
samoyeds and sushi!

**1. Not everything that is measurable  
should be measured...**



**2. ... however without sense of quantity of where you were versus where you are, you have no idea whether you made any progress or nope.**



**3. Your sole responsibility as a (developer) product manager is to turn concepts into practice.**





## 4. “Share knowledge, not features”



**5. “There is no point trying to fix something, the organisation doesn’t want to fix” - Maria Ogneva**





**6. Developers don't have much time and their primary need is to hack your product to adjust it to their usecase**





**7. There should be a right balance between KPIs and listening & interacting with developer community**



**8. “Upgrade your users not your product”**





**9. Try making users better at what they want to achieve instead of thinking what you want them to achieve**





**10. Don't be a puppet in upper management's hands**



**11. But apart from all of those stay as human as possible!**



