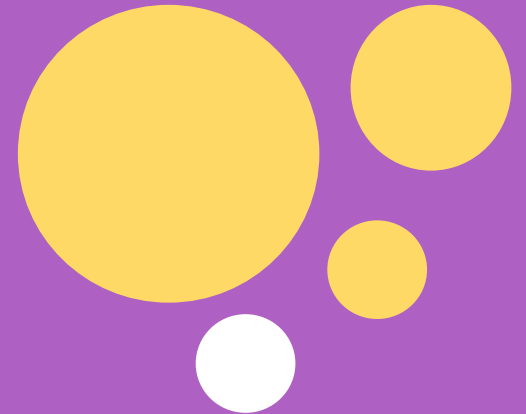


# Conflict Resolution Case Study



# Context

- Working at an **ecommerce** site that sells **office supplies**.
- During the first kick off meeting as a Product Manager:
  - The **CEO arrived 15 minutes late** and disrupted my presentation.
  - The **lead developer disagreed** with my assessment of the problem.

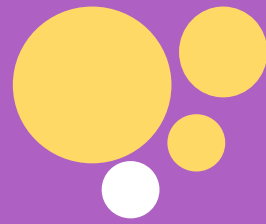
# Problem

- Customers are visiting our site but they are not purchasing anything, our **conversion rates are noticeably decreasing**.

# Conflict

- The **lead developer** thinks this is because design and interactivity are causing slow load times, **suggesting to remove some design elements to improve the website's speed.**
- Through the **discovery** process we learned that **customers were struggling to find the products** they wanted on the site, speed did not seem to be the reason.

# My Suggestions



After the conflict resolution, rather than removing design elements, I suggested a redesign to:

- **Organize products by category.**
- **Make the search bar more prominent.**

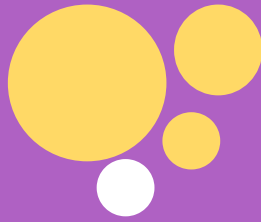
Categories will help users find products more easily and they could use the search bar for quick product searches.



# Goal

- By the end of the meeting, **everyone is satisfied and on the same page.**

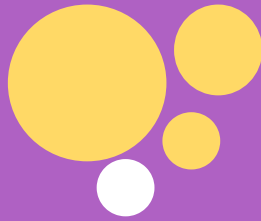
# Resolution Of Meeting Disruption



1. Rather than wait for the CEO, I'd start the meeting, **summarising** at first opportunity what had been discussed so far once they join.  
If they were a key stakeholder and the meeting has been scheduled for a short time, I would try to reschedule.
2. I would not address the disruption itself and would have taken into account something like this, **leaving some time for Q&As** in the agenda at the end of the meeting, which I would gently make them aware of.
3. I'd be **understanding**, as higher priorities might come up without notice that they need to attend.



# Resolution Of Assessment Disagreement

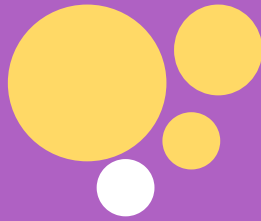


1. I would **listen to and acknowledge** the developer's concern regarding the speed of the site, reassuring them that we'll address such issue.
2. I would make sure everyone is aligned on our **mission/vision** and **product principles**, and explain why I think my assessment of the problem aligns with these.
3. I would **anticipate potential objections** or concerns regarding my proposal, so I'd come prepared with data to back it up.
4. I'd share our findings from the discovery process (user surveys, interviews, KPIs, analytics, etc.), I'd **present this data in a clear way**.





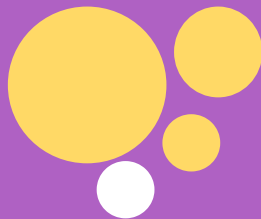
# Resolution Of Assessment Disagreement



5. I would share what were the **pain points** of our users, showing the use Purchase User Flow, and where is the issue happening. Clearly indicating that customers were indeed having difficulty finding the products they wanted.
6. I would take notes of the developer's concern and **follow up** on it after the meeting, I'd propose to collaborate with finding a **middle ground** solution to it, where we achieve a nice design while optimising for speed.
7. I would take questions from everyone at the end of the meeting. Then summarise any **action items** that came out of it as well as presenting **my suggestions**, asking if **everything is clear** and **everyone agrees** on this.



# Conflict Resolution Takeaway



- I was open for discussion, practiced **active listening** and **empathy**.
- I handled a challenge with the support of **hard and soft data**, making this accessible for all attendees.
- I addressed the problem at hand while **respecting everyone's concerns**.
- I reached a **compromise** on the disagreement and followed up on it, where I took a collaborative approach.
- I pitched a **comprehensive solution**.
- I sent a **follow up email** with a summary of the action items, suggestions, and what we agreed on to reinforce commitment to the plan.



# Thanks!

