Where ideas come from as a PM

Covered in this lecture:

The main sources for gathering ideas as a product manager

▶ Any company you will work for as a PM will probably have a long list of ideas that need to be developed. But where do you get new ideas from?

Ideas come from 4 main places: E.M.U.C.

● **Employees** - coworkers, management, and yourself

● **Metrics** - problems and inefficiencies you find when you're looking into how users use your product

● **Users** - user feedback from forums, emails, social media

● **Clients** - this applies primarily to business to business product managers

▶ Depending on your PM role, ideas might come from different sources:

● **Internal PM** - stakeholders

● **Business to consumer PM** - users, metrics, coworkers

● **Business to business PM** - employees, clients

See you next lecture!