



PRODUCT MANAGEMENT: Guide to Thriving as a Product Manager





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INTRODUCTION

Being a Product Manager can be incredibly rewarding. In the best of scenarios, Product Managers craft their product's vision, influence the process of bringing their product to life, and gain first-hand knowledge of how their product is directly impacting people. Even when supporting mature products, Product Managers tend to gain a fundamental understanding of user issues and frequently become the driver for solving those issues. For those who like helping people, Product Management can be a gratifying gig.

But as anyone with experience knows well, Product Management is a tough job, too. As more and more organizations shift from project to product thinking, Product Managers are occupying increasingly crucial, difficult roles. For Product Managers, responsibilities and "to do" requests come from all directions—executives, customers, finance, sales, marketing, UX, engineering, ops, support, you name it—and usually, everyone wants more than the Product Manager can possibly achieve.

For Product Managers new to the job, it's completely normal to feel scared. For Product Managers with more experience, you probably have days you want to throw in the towel, and that's totally normal, too. Product Management is a very challenging but important position. Burnout is a definite occupational hazard. But there is joy to be found in the role, as well—and there are certainly ways to cope with the challenges.

Managing by Influence

As a title, 'Product Manager' is a bit of a misnomer. Although Product Managers literally oversee and manage products, they don't manage the team of people who design, build, test, or support said products. In short, there aren't many aspects of the job that Product Managers directly control.

This means that, in many cases, Product Managers must influence without authority to realize their vision. Product Managers need to be leaders and storytellers, inspiring their organizations and product communities to rally around their goals.

Making a Call

This is not to say Product Managers are powerless. In fact, Product Managers must continuously make difficult decisions on behalf of their products. But these decisions are guided by the framework and intention of those working above them—and to be truly effective, Product Managers must influence their teammates to garner understanding and support for their choices.

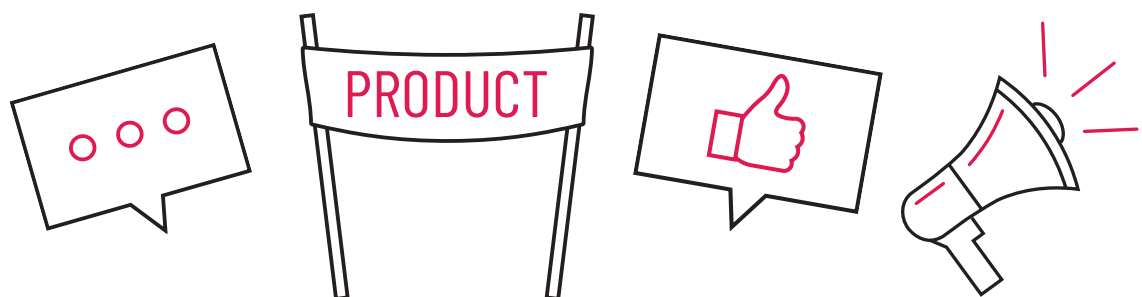
Anne Steiner, VP of Product Strategy at Cprime, compares the role of Product Manager to umpiring Little League baseball:

“Unlike umpires, though, Product Managers don’t make binary calls—which makes Product Management that much harder. So instead of infuriating half the people, like you might as a baseball umpire, Product Managers will likely infuriate more than half the people with their complex decision-making. It’s a tricky role, to be sure.”

Product Managers are Product Advocates

Product Managers are also the main advocates for their products. Most of the other product players—the user experience person, the quality assurance lead, the salesperson, etc.—have a more focused area of concern. While their focus might land more squarely on the user, the functionality, or reaching sales quotas, the Product Manager must maintain a broader, more holistic focus on the product itself.

As advocates, Product Managers must consider how the product fits into their company as a whole, and question what the company needs in order to justify continued investment in the product. At the same time, though, Product Managers must remain cognizant of technical and customer needs while advocating for the product’s holistic interests. They cannot solely act on behalf of a single stakeholder group or function in their companies.



Focus is Your Friend

Product Management is definitely a challenging role, no doubt about it. But there are ways to mitigate the challenges. In this whitepaper, we'll dig into what Product Managers can anticipate influencing, deciding, and advocating for in three common structures of product organizations:

1. One product being developed by one team
2. One product being developed by multiple teams
3. Multiple products being developed by multiple teams

As we'll find out, influencing, deciding, and advocating varies a great deal as Product Managers climb the rungs of Product Management—whether they're starting out in a small start-up, or overseeing the product lines of a large corporation.

We'll discuss strategies, share actionable steps, and discuss the pros and cons of working within each of these structures. We'll talk about common career progressions in Product Management, and most importantly, we'll highlight how Product Managers can focus to pivot, adapt, and succeed in ever-changing markets.

ONE IS THE LONELIEST NUMBER: MANAGING THE '*ONE PRODUCT, ONE TEAM*' SCENARIO

David has been working as a Product Owner for ScienceSnap—a large corporation focused on citizen science apps—for the past three years. He's just been promoted to his first Product Manager position, and is gearing up to oversee a single product team as they design, build, and introduce the company's new InvaderRadar app to market. David is thrilled. The app will be used to identify and map invasive plant species all over North America, and David cares deeply about the goals of this product.



Charting a Course Forward

David knows larger corporations rarely operate under the ‘one product, one team’ model when it comes to product management—he’s seen this scenario more often in fledgling startups—so David’s feeling grateful for the opportunity.

In his role as a Product Manager of one product with one team, David will truly have the chance to do it all. He’ll oversee sales support, strategy, customer support, and the technical side of things, but here’s the catch: he’s responsible for all this, too. A team of people, and potentially the entire company, will be counting on David to chart a course forward, make the right decisions, and balance future priorities with the here and now.

Clearly, David’s got a lot on his plate. Let’s focus David’s responsibilities by looking at what he can influence, what he can decide, and what he can advocate for as the Product Manager guiding a single product and a single team. (Note: this table is by no means comprehensive, and there may be some overlap between the various categories.)

David Can Influence:	David Can Decide:	David Can Advocate For:
Product vision, strategy, and roadmap	Roadmap details, release composition, and sequence for delivering value	More help for product in the market (i.e., increased investment in marketing spend or sales effort)
Go-to-market and product positioning	Balance of investment in new features vs. enhancement and bugs vs. technical health	Investment in research and development
Pricing strategy	Investment of time in sales support, customer support, marketing support, and delivery support	Customer support, marketing, and sales
Growth strategy (revenue growth vs. profitability vs. strategic pay)	The product story (the explanation of what is being built, why it’s being built, and who it’s being built for)	More help for the product team
Product team’s belief and confidence in product strategy	Definition of product story details in product backlog, such as user stories and epics/features	Buyers and users, likely with more focus on users than buyers

Influencing



For David, influencing is all about seeking alignment. As a Product Manager of a single team, David needs to communicate and secure alignment from ScienceSnap's senior executives, the InvaderRadar product team itself, and all the other players in the company's ecosystem. Basically, David needs to make sure everyone understands and believes in the path of the product.

Deciding



David's sphere of decision-making, on the other hand, will definitely involve some tough choices. Balancing all the elements and priorities of his product team is bound to be difficult, and he'll likely lack the human resources and finances to fully realize his vision. In the end, David's ability to make these tough choices should help his team focus and ultimately ensure InvaderRadar's success. His approach towards decision-making will also impact those around him, and probably affect how fun it is to work on the app, too.

Advocating



When it comes to advocating in the 'one product, one team' scenario, David needs to take care of his most precious assets—people, funding, and potential revenue. Since prioritizing the bottom line can sometimes conflict with the needs of people, this is certainly no easy task. To be successful here, David must land on the right balance of prioritizing people and finances.

It's All About Focus



In short: this is a lot of responsibility for one mere mortal. But by focusing on the most relevant aspects of his role—and by determining what he can influence, what he can decide, and what he can advocate for—David will be much better positioned to succeed.

Struggles and Traps

Sadly, product management is never easy—even when overseeing a single product with a single team. Let's look at some potential challenges and struggles David may face in this role, and a few traps he could run into as a result.

Juggling Too Many Balls in the Air

This is an inevitable struggle for most Product Managers. When David feels overloaded, frazzled, and like he can never keep up, he'll need to work hard to bypass the following traps:

- Trying to control and execute everything
- Focusing solely on the business side
- Focusing solely on the technical side
- Failing to communicate, lead, and influence

Coping with Skills Gap

Product Managers have to master a dizzying array of skills. Very few people possess all these skills, especially when they're new to the job. When dealing with the gaps in his abilities, David will need to mitigate his weaknesses, leverage his strengths, and avoid falling into the following traps:

- Ignoring job aspects/skills he's less comfortable with
- Hyperfocusing on job aspects/skills he is comfortable with
- Ignoring the advice of those around him
- Failing to invest in his personal learning and development

Trying to Please Everyone

Everyone around David will have opinions about what he should do. Few will agree with the choices he makes. As the Product Manager, it's David's job to drive the bus. He can't do that without listening, but he needs to accept that he just can't please everyone. If he gets caught up in people-pleasing, David must remain vigilant against the following traps:

- Becoming overly reactive to customer or sales requests
- Becoming mired in tactical tasks to the detriment of the bigger picture
- Making decisions based on his last customer interaction (especially if it involved yelling)
- Continuously switching and flip-flopping on the direction of the product
- Getting into a feature-chase

It's a Balancing Act

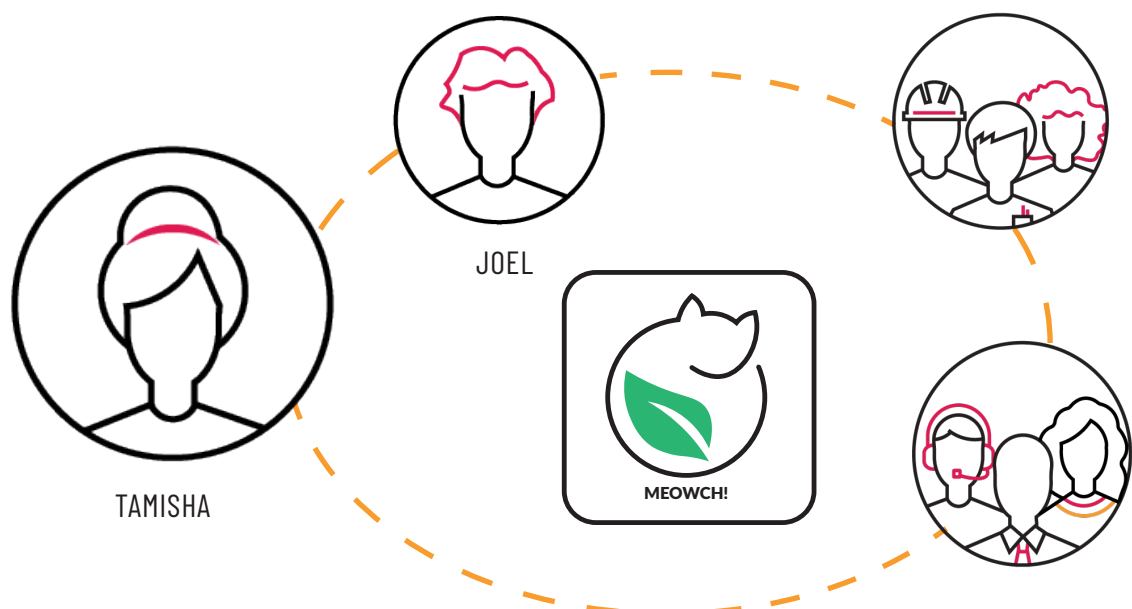
Winning, for David, will be all about balance. He needs to be equally thoughtful about how he invests in InvaderRadar and how he invests in his own time. He'll never be everything to everyone. If David falls victim to people-pleasing, he'll burn out in no time flat. However, David also needs to nurture his relationships and hone his communication skills. To succeed, David requires a close group of trusted individuals, all collaborating and rowing together in the same direction.

Being the Product Manager of one product and one team is challenging, but it comes with a high degree of control and influence. These opportunities are often singular—for David, it may be his only chance at this role—and usually lead to more complex cases of product management leadership.

STARTING TO SCALE YOUR PRODUCT MANAGEMENT: MULTIPLE TEAMS WORKING ON A SINGLE PRODUCT

Tamisha, a Product Manager at ScienceSnap, has been enlisted to oversee Meowch!, the company's new plant-safety app for cats. This will be a significant product for ScienceSnap, so several product teams are tackling the app's development. As Product Manager, Tamisha will work with Joel, a Product Owner, to bring Meowch! to life.

Tamisha cut her Product Management teeth in a prior 'one product, one team' scenario. She knows the 'one product, multiple teams' set-up is much more common, and she's keen to succeed in her new role.



Navigating New Complexity

The duties of influencing, deciding, and advocating in the 'one product, multiple teams' scenario are essentially the same as they were in the 'one product, one team' scenario. Now, however, these duties are shared by multiple Product Managers. For Tamisha and Joel, the key to success will be finding the right division of responsibilities while flourishing as a team.

Let's look at what Tamisha can expect to influence, decide, and advocate for as the Product Manager in this 'one product, multiple teams' model:

Tamisha Can Influence:	Tamisha Can Decide:	Tamisha Can Advocate For:
Product vision and strategy	High-level intent (what is being built, who is building it, and who it's being built for)	More help for product in the market (increased investment in marketing, sales, and customer support)
Go-to market and product positioning	Product roadmap	Increased investment in research and development
Pricing strategy	Balance of investment in new features vs. enhancement, and bugs vs. technical health	The Product Owners
Growth strategy	Investment of time in sales support, customer support, marketing support, and delivery support	More help for the product team
Product team's belief and confidence in product strategy	The 'product story' or explanation of what's being built, who is building it, and who it's being built for	Buyers and users, likely with more focus on users than buyers

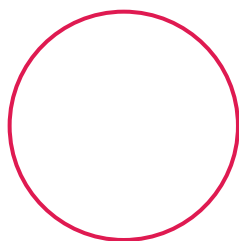


Next, let's turn to what Joel, the Product Owner, can anticipate influencing, deciding, and advocating for in his role:

Joel Can Influence:	Joel Can Decide:	Joel Can Advocate For:
The Product Manager	The definition of product story details (i.e., user stories and epics/features)	The product team and fellow Product Owners
The product team and other stakeholders around the team	Behavior and design questions at the lowest level of definition	Users over buyers
The product roadmap and product designs	Sequence for development	The product's technical health
	Balance between support and new feature development at the team/sprint level	

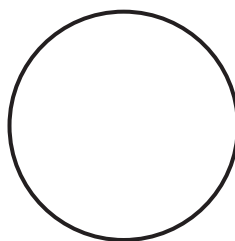
In the 'one product, multiple teams' Product Management model, responsibilities are often split along a strategic vs. tactical axis. Typically, the Product Manager is in charge of the strategic side of things, and appears to have the final say when it comes to decision-making. The Product Owner, on the other hand, tends to take care of the tactical side. Generally, Product Owners also assume responsibility for the day-to-day needs of the product teams.

One might presume that Tamisha and Joel should, ideally, draw strict boundaries between their duties. But in fact, it's really best to strive for shared ownership and overlap in this partnership.



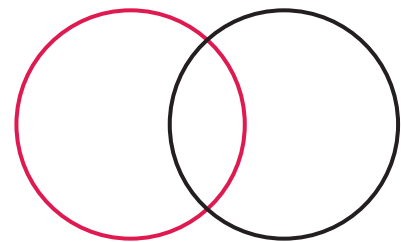
Product Manager

Strategic
Business-Facing
Customer-Facing
Sales-Facing



Product Owner

Tactical
Product
Team-Facing
User-Facing
Technical



PM + PO

Overlap in understanding and responsibilities

Compliment eachother's strengths and weaknesses

If Tamisha and Joel get along, collaborate effectively, and share a common vision, their odds of team and product success will be significantly higher. Ultimately, in sync partnerships between Product Managers and Product Owners—that is, the kind where information flows and responsibilities overlap—should be prized above all else.

Struggles and Traps

Product Managers and Product Owners face different challenges. Often, the one thing they have in common is a longing for what the other has. As Product Manager, Tamisha might find herself pining for her earlier working days, when she probably felt closer to the product itself. And as Product Owner, Joel might be preoccupied with moving up the rungs of Product Management and snagging Tamisha's prized position.

Let's take a closer look at some potential struggles and traps that could arise for this pair.

Engaging in Adversarial Relationships

It's critical for Product Managers, Product Owners, and the team as a whole to maintain harmonious working relationships. To that end, Tamisha and Joel must avoid succumbing to the following traps:

- Assuming any kind of authoritarian stance
- Being unwilling to listen
- Struggling to see the big picture
- Becoming overly focused on tactical, short-term objectives
- Pushing the pressure of their own roles downwards

Falling Asleep at the Wheel or Falling into the Weeds

Though Tamisha is a little higher up on the Product Management hierarchy now, she still needs to be aware of what's happening at the team level. At the same time, however, Tamisha must avoid micromanaging decisions. To keep her head in the game, Tamisha should work to sidestep the following traps:

- Controlling and micromanaging the decision-making of others
- Obsessing over perfection and the perceptions of others
- Falling asleep at the wheel (i.e., "I'm big picture now—that's not my problem.")
- Becoming too aligned with delivery concerns and losing sight of strategy

Managing Up, Down, and Sideways

When a Product Management organization becomes more complex, it also becomes more challenging to influence, lead, and communicate. As the Product Manager and Product Owner of Meowch!, Tamisha and Joel should both steer clear of the following traps:

- Communicating poorly and assuming others know what they know
- Keeping the greater context of the product to themselves
- Playing the politics game too much (or too little!)
- Entering adversarial relationships with their peers

Building Relationships to Build Your Product

For Tamisha and Joel, winning will be keeping the entire product group moving as one. It's vital that they understand what to influence, what to decide, and what to advocate for, too. But when moving from the 'one product, one team' model to the 'one product, multiple teams' model, it's important to keep relationships top of mind.

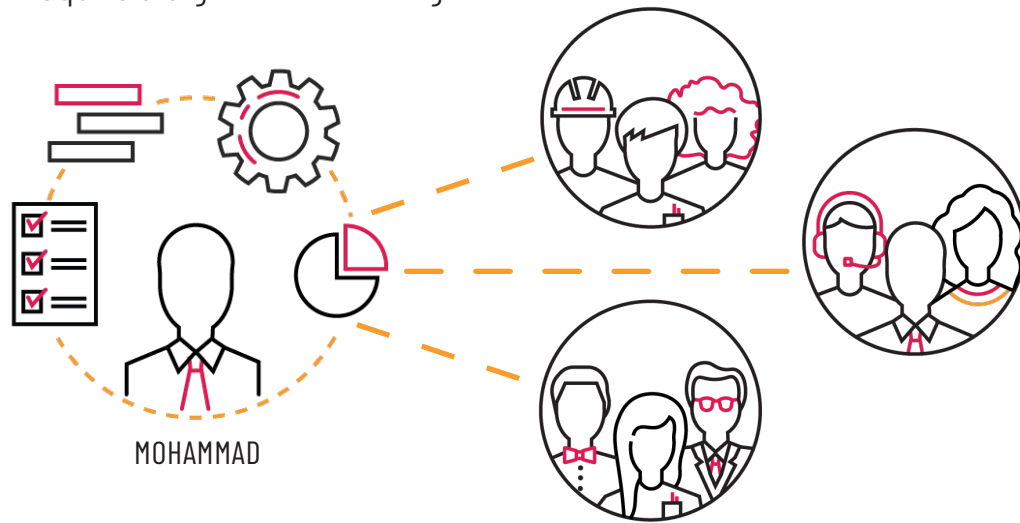
Tamisha and Joel must stay humble. When things go well, they ought to give credit to their teams. When things go poorly, they should accept responsibility. It's critical that Tamisha and Joel communicate and respect every teammate for what they bring to the table. If they do all of this effectively, work politics should hopefully fade into the background a little. Then Tamisha, Joel, and the rest of the team can focus and have fun making Meowch! Successful.

REACHING THE PRODUCT MANAGEMENT APEX: MANAGING MULTIPLE PRODUCTS WITH MULTIPLE TEAMS

After managing several products in the 'one product, multiple teams' model for ScienceSnap, Mohammad has been promoted. Now, he's the Chief Product Officer (CPO) of all (yes, all) the company's plant identification and citizen science products. Mohammad's made it to the big time. But with great power comes great responsibility: as CPO, Mohammad will be in charge of multiple products being developed by a slew of product teams.

Changing Perspectives

Everything Mohammad thought he understood about influencing, deciding, and advocating just got a lot more complicated. Now, he'll have to concentrate much more on the business side than the product side, which will require a big shift in thinking.



Let's look at how Mohammad's influencing, deciding, and advocating duties play out in the 'multiple products, multiple teams' Product Management model:

Mohammad Can Influence:	Mohammad Can Decide:	Mohammad Can Advocate For:
Corporate vision and strategy, including higher-level company goals, considerations of revenue growth vs. profitability over the long-term, and strategic plays vs. cash cows	Product line vision and strategy, including product line prioritization and initiatives, pricing strategy, release timing, and go-to-market and product positioning	His teams and their well-being
Other business functions (such as technology, marketing, sales, support, and finance) and how they work with his product line	Investment allocation (by strategic bet, product or product line, client, and Product Manager)	The goals of the executive team and company
Investment in his product line	Staffing and hiring	His products and customers
		Product management's place at the company table
		His business

Instead of working to influence senior product leaders and the technology group, Mohammad will be hands-on with sales, finance, marketing, and the executive team. In fact, the executive team members will be his peers. Mohammad's taken on a strategic role in ScienceSnaps and will have a ton of perceived power in the company. But in most scenarios, he'll still have to fall back on his influencing and advocating abilities to advance his product line. Mohammad must work in concert with other department leaders. For the first time, he'll also be responsible for a profit and loss report.

Herding Cats (and Product Managers)

On top of everything else, Mohammad must become a bona fide people manager now, leading an organization of other Product Managers. Mohammad has experience managing small teams of two to three people, but all the same, the challenge ahead should not be underestimated. As the Chief Product Officer, Mohammad will lead a much larger group of people, all of whom possess strong influence within the entire company. What's more, this troop of Product Managers is sure to be a diverse group of strong-willed individuals, who certainly won't be the easiest bunch to lead.

Mohammad might find himself yearning for his earlier days in Product Management—when times were simpler, the living was (comparatively) easy, and he primarily dealt with customers. Alas, those days are done. As a Product Manager steering a 'multiple products, multiple teams' model, Mohammad has to make money, take care of the needs and interests of his product teams, and wrangle all the other groups contributing to his product line's success. In truth, it's not for the faint of heart.

Struggles and Traps

As a Product Manager in the 'multiple products, multiple teams' scenario, Mohammad will likely spend a lot of time influencing up and across. He may feel like he's playing politics 80% of the time. Mohammad will also have to prioritize his product teams and their welfare—especially since, in the end, their work determines his success, too.

Mohammad may feel mentally and emotionally drained by his job. Some top-level Product Managers cope by playing high-stakes politics; some withdraw into their own space, hoping to ignore the noise; and some crack under the pressure of it all. It can be very tough for 'multiple products, multiple teams' Product Managers to satisfy so many competing interests, maintain their own integrity, and represent the best for their companies at the same time.

Let's look at some struggles and traps Mohammad might experience in this role.

Balancing Business, Strategy, and People

Mohammad must carefully consider the need to make money now against the need to make money later. At the same time, he has to take care of people on the product teams—and often, these demands are in direct conflict with one another. It's a tricky situation, and Mohammad must be careful not to fall into the following traps:

- Prioritizing short-term goals in pursuit of personal bonuses (which are typically linked with short-term profits)
- Paying too much attention to those clamoring for bonuses tied to short-term profits (i.e., employees in sales, whose bonuses are often tied to the short term, and who will likely have a loud voice in ScienceSnaps.)
- Thinking quarter by quarter could drastically limit the potential of Mohammad's product line and the company itself

Falling Asleep at the Wheel or Falling Too Far into the Weeds

These days, the stakes are much higher for Mohammad. He has to prioritize the big picture now. Still, Mohammad might daydream wistfully about the colors he would choose for the UI's button design—and then take charge and insist on his decision (yikes!). To avoid this, Mohammad must be vigilant to sidestep the following traps:

- Becoming overly nostalgic for the good old days of design decision-making
- Micromanaging every ground-level decision
- Washing his hands of every ground-level decision (the key is staying interested and collaborating, while helping others make decisions, too)

Playing Politics Too Much (or Too Little)

For better or for worse, the vast majority of Mohammad's role is now taken up by politics. He has to be good at it, but he can't let it consume him. To stay sane, Mohammad must steer clear of the following traps:

- Playing politics too much, becoming jaded, and mutating into the kind of person he can't look at in the mirror
- Playing politics too little and suffering from diminished powers of influence and advocacy, which may result in Mohammad's team, peers, and stakeholders viewing him as weak

Stay Sane; Be Kind

For Mohammad, winning is staying sane and continuing to do the right thing. As a Product Manager in a 'multiple products, multiple teams' scenario, Mohammad is bound to face a huge array of difficult choices. To succeed, Mohammad must respect the business, drive ScienceSnaps forward, and remember everyone who's ever helped him along the way.

There's one more critical point here, too: Mohammad should look out for himself. If he wasn't an amazing leader and influencer, he wouldn't be in this position. Burnout is a significant issue in all levels of product management, and those in senior roles tend to feel it most of all.

CONCLUSION

Product Management is a demanding job. It's important to be open about the challenges of the role and face them head-on. If possible, seeking support, ideas, and friendship with other Product Managers can make all the difference.

Though Product Management is a tough role to play, it's also a vital one. Regardless of where Product Managers sit on the Product Management totem pole—be it in a 'single product, single team' situation, a 'single product, multiple teams' scenario, or a CPO role, shepherding multiple products and multiple teams—Product Managers are doing critical work for their companies.

When Product Managers understand what they can influence, decide, and advocate for in their positions, it becomes much easier for them to focus on key priorities. Then, they can align their role as their product grows so their organizations can delight customers and succeed. And for any Product Managers still feeling scared, remember this: being a Product Manager can be a real game changer in your career. By learning the ropes of Product Management, you're learning how to be an effective, inspiring leader at any level.

TOP 7 TIPS FOR PRODUCT MANAGERS

1 *Influencing Is Easiest When Others Are Part of the Decision*

Including your development teams and other teams early in the discovery phase builds unity in purpose and collective ownership—and can turn a great team into an awesome, highly effective team.

Using a proven, collaborative product discovery and delivery process that involves the team in the discovery and delivery results in a higher quality product that achieves product market fit.

2 *Don't Be so Quick to Change the Plan—Make Sure the Trade-offs are Clear*

We're often too reactive and too eager to pivot, which leads us to reprioritizing to make the sale, or saying "no" too quickly. One valuable technique is to speak with the requester directly to hear what they need. Then before jumping to answer yes or no, share with them what the current plan is and why. Too many times, we think that everyone else knows the trade-offs. This holds true inside the company too. Take the opportunity to influence and share the strategy.

3 *Prioritize Downtime for Yourself*

Stay motivated, enthusiastic, and dedicated by stepping away and prioritizing time for yourself. Be sure to grab a bike ride or a walk through the park during the workweek.

Avoid distractions and be present with those around you. Be careful when deciding between the big events.

Keep things in balance for yourself and it will make you a more pleasant person to work with too. Plus, no one remembers you make those big sacrifices except you. Don't hold them accountable for it.

4

Prioritize Downtime for the Benefit of Your Employer

As Product Managers, we spend so much of our waking hours preoccupied with work. This overactivity doesn't allow our brains the time to subconsciously solve the complexities we face everyday. These moments where you can step out of the fight or flight of the day and into quiet thoughts allow us to see things from a different perspective and lets us prioritize that which matters most. Disconnect!

5

Make Regular Sincere Deposits in the Social Bank

Although responsible for the success of the product, Product Managers need to manage through influence. It is important that people actually like to work with you and that they trust you.

One of the most important principles is to make regular deposits into the social bank: make sure to care about those around you. Find out what motivates your team members and get to know them on a more personal level.

Making these deposits through interactions and kind acts affords us the rare opportunity to make a withdrawal if need be. But one word of caution: it needs to be sincere or it will become detrimental.

6

Think Strategically While Acting Tactically

This one is a biggie for everyone in product roles. If you can think strategically while acting tactically, you'll be a powerful force on a product team.

Here are some things you can try:

- Use data and challenge the team to instrument the product with analytics that will allow you to make data-driven product decisions later.
- Get close to the UX people. They often have a lot of customer contact too. If you can work with and help them, you'll be in front of the user more.
- Make sure discovery blends strategy and tactics and you'll end up with better product understanding across the team.

7 *Influence by “Walking” Around*

There’s nothing more important in your role than talking to people. You should be finding a way to talk to everyone: from engineering, to sales, marketing, finance, and tech support.

The relationships you forge and the skills that you learn with respect to influencing without authority will serve you for your entire career. It’ll also help you to learn about their world and their perspective, which makes for a better product and customer experience.

You can even do this in a virtual office by making a note to call people on Friday afternoon, for example. Be respectful of their time and understand if they don’t have time to chat. More times than not, they’ll appreciate that you connected with them.

ADDITIONAL FREE RESOURCES

WEBINARS

Enroll in a 60-minute web seminar that discusses key management practices, research, and current trends.

BLOGS

Featuring real world stories from our subject matter experts and original research.

TUTORIALS

We have a wide variety of tutorials and how to’s for you to advance your skillset.

WHITEPAPERS

Resources written by our experts about topics ranging from leadership to Agile to DevOps.

CASE STUDIES

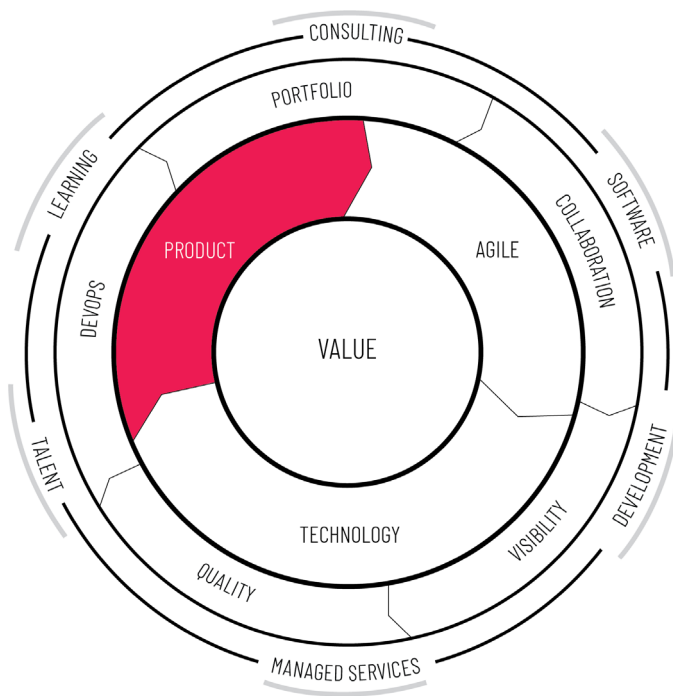
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Are You Building the Right Thing in the Right Way?

Cprime Product Agility solutions help product teams get from planning to launch faster. Learn how you can gain more responsiveness to market and obtain higher rates of return from your product investments. Cprime Product Agility teaching and coaching enables you to blend product and design thinking with technical agility and modern engineering practices to achieve continuous product learning. [Learn More](#)

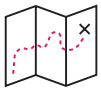


Chart Your Product's Course

Determine the most strategic things to build, and in which order, by creating a product horizon that delivers the most measurable value



Bring Ideas to Action Faster

Apply design thinking and Lean UX practices to get from idea to stories without losing the big picture intent. Create backlogs while at the same time gaining alignment, prioritization, and clarity to your product strategy.



Build the Right Thing the Right Way

Apply modern engineering practices that allow for better technical health and agility. This gives your codebase and environments the ability to shift and maneuver as you learn.



Weave Product Learning into Your DNA

Whether it is at the test, story, or feature level, apply practices that promote continuous validation of value delivered. Measure success in terms of impact versus output.

ABOUT CPRIME

An Alten Company, Cprime is a global consulting firm helping transforming businesses get in sync. Cprime is the partner of choice for Fortune 100 companies looking to achieve value and agility. We help visionary business leaders compose solutions, execute implementations, and exceed against business goals. With our key partnership recognitions, including Atlassian Platinum, AWS Advanced, and SAFe Gold SPCT partner, our industry-leading software and services work in synergy to deliver transformations.

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