Roo Reynolds

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Good product management

What is a product manager?

'mini CEO' ?

responsible
influence
usually without much formal authority

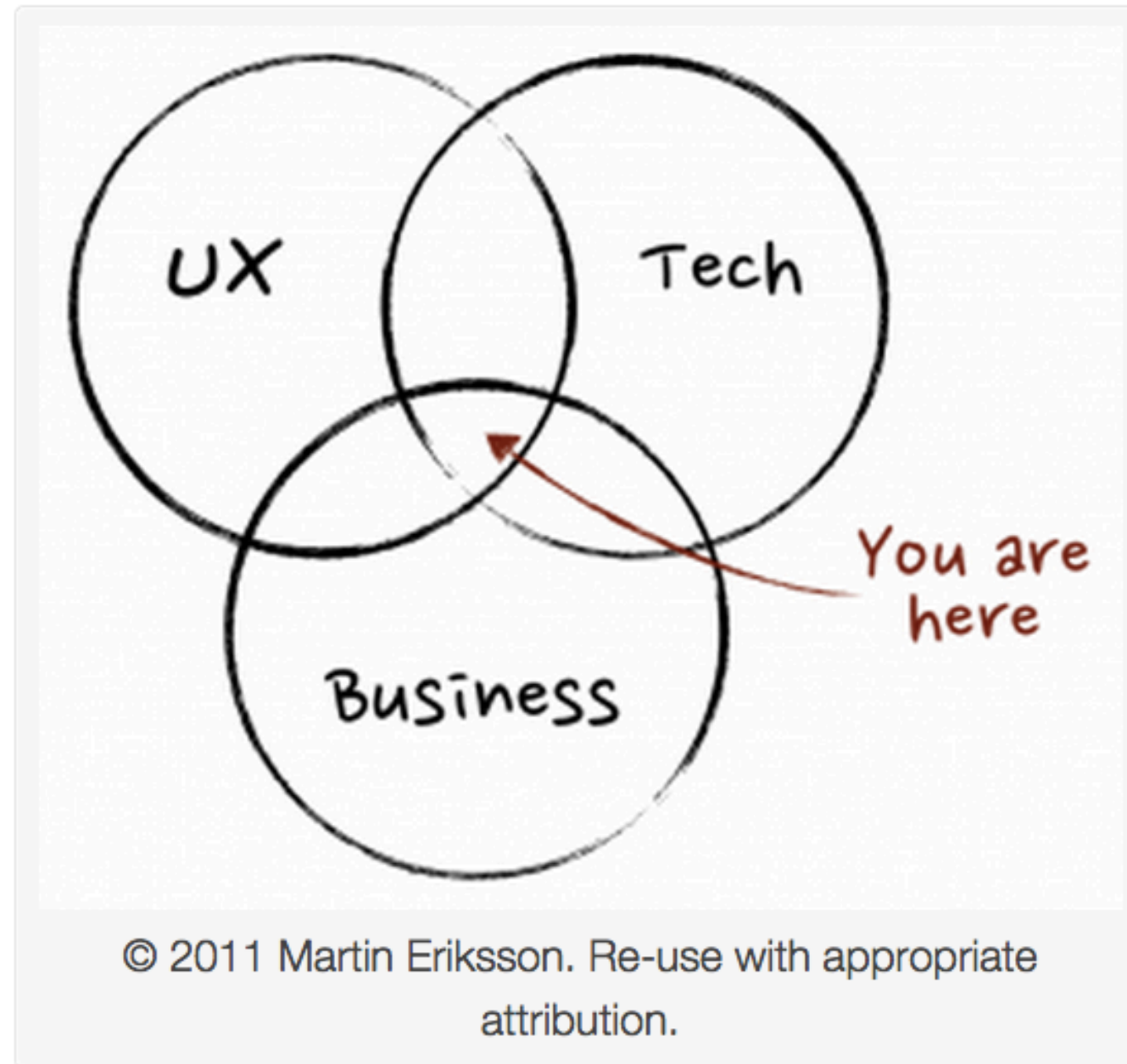(not a great way to describe yourself to a team)

'single wringable neck' ??

responsible
committed
(but so is the rest of the team)

clear point of accountable contact

(not a great way to describe yourself to
stakeholders)

UX

Tech

Business

You are here

mindtheproduct.com/2011/10/what-exactly-is-a-product-manager

Seven characteristics of good product management

(IMHO)

1 - Putting users first

ensuring the team makes decisions
based on data and user research,
not instinct or just scratching our own itches

2 - Bringing the most useful problem for the team to solve next

having identified the most urgent things,
the most useful things, the hardest things,
what's the current priority?

3 - Owning a prioritised backlog

what are the next few things?

planning ahead (a bit)

not being the only one adding to backlog

4 - Not coming up with the solutions

(that's the team's job)

helping define testable hypotheses

5 - Listening. A lot.

being constantly aware of user feedback, data, research, what's hurting users most, what the team needs, internal priorities, external pressures...

6 - Defending the team

saying no to lots of requests,
communicating upwards and outwards,
shielding the team from noise

7 - Strong opinions, weakly held [1]

having a clear vision,
while still being able to change your mind

[1] saffo.com/o2008/07/26/strong-opinions-weakly-held

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Thank you