12 Product Principles by David Pereira

Strategy
Simplifying Decision Making

Focus on the goal and say no to distractions

Stop starting, start finishing

Dare to take risks

Delivery
Building What Creates Value

Continuously measure the impact of your work

Good enough is better than perfect

Simplify whenever you can

Discovery
Uncovering What Creates Value

Start with what you know to step into the unknown

First build to learn, then to scale

Evidence talks louder than opinions

Collaboration
Rocking Together

Meet audience where they are, not where you want

Establish alignment instead of pleasing everyone

Focus on solving current over future problems

Image: Paweł Huryn

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