The Evolution Of The Agile Product Manager

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Job

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Experience

Thales, Saab, TomTom, Service2Media, various startups

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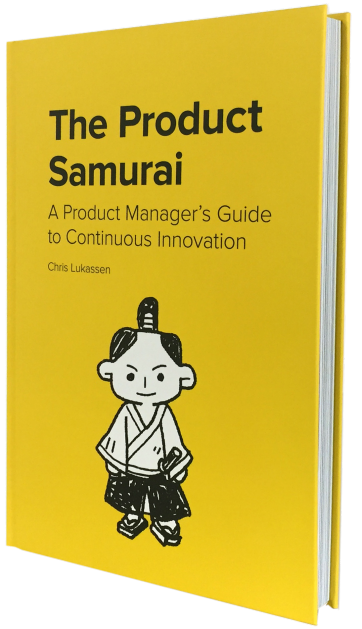

PSM I

PSPO I

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ATTITUDE
BEHAVIOUR
MINDSET
With Hard Work
ACTTION
SOLUTION
PERFORMANCE
RESULTS

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Product Leadership Roles

- Break in groups
- Discuss
  - Who does what?
  - What is your title?
  - Responsibilities, tasks?
  - What is a managers job?
  - What is leaders job?
- Present!
  - Drawings are awesome!

5 min

- Tribe Lead
- Product Owner
- Project Manager
- Product Manager
- Marketing Manager
- Chief Product Officer
- Head of Development
- Chief Executive Officer
- Product Marketing Manager

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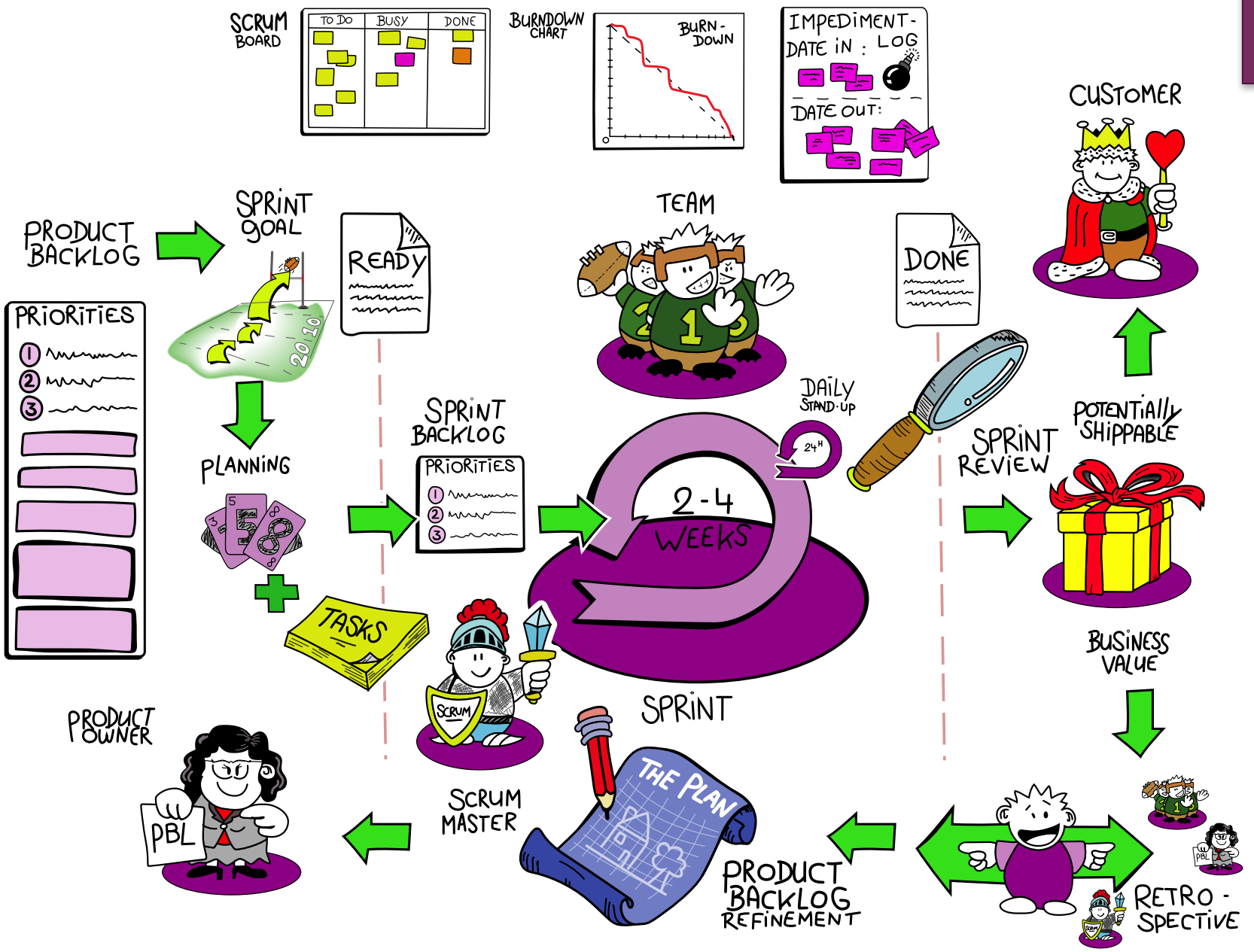
First Stage: The Builder


SCRUM BOARD
TO DO
BUSY
DONE
BURNDOWN CHART
BURN-DOWN
IMPEDIMENT-LOG
DATE IN :
DATE OUT:
CUSTOMER
PRODUCT BACKLOG
SPRINT GOAL
READY
TEAM
DONE
PRIORITIES
PLANNING
SPRINT BACKLOG
PRIORITIES
DAILY STAND-UP
24H
2-4 WEEKS
SPRINT REVIEW
POTENTIALLY SHIPPABLE
TASKS
SCRUM
SPRINT
BUSINESS VALUE
PRODUCT OWNER
PBL
SCRUM MASTER
THE PLAN
PRODUCT BACKLOG REFINEMENT
RETRO-SPECTIVE

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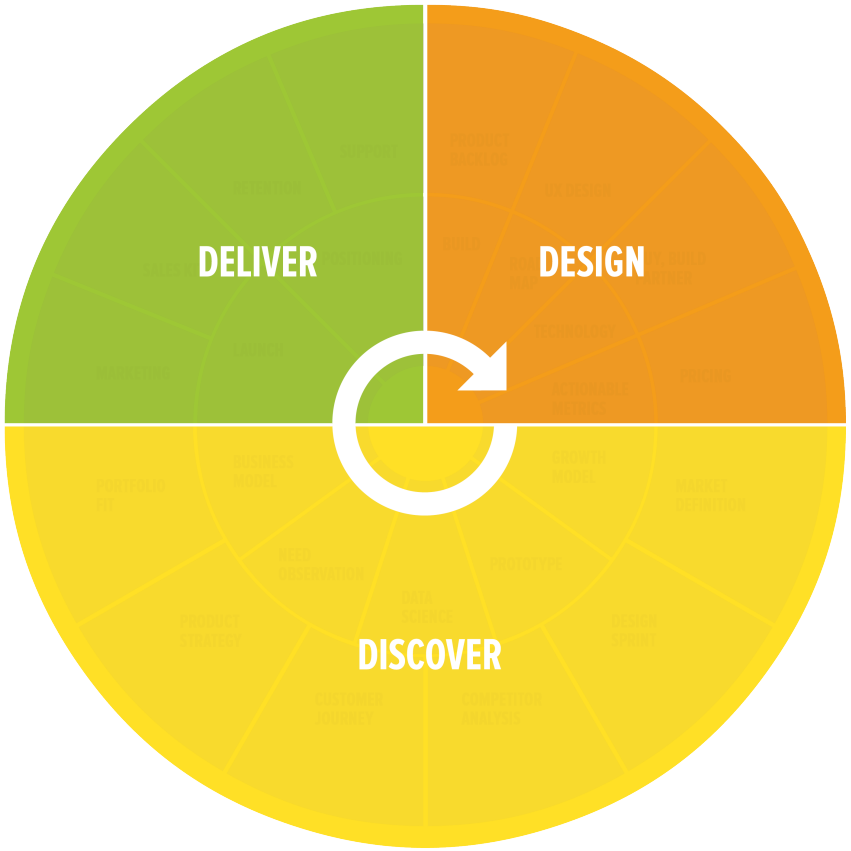
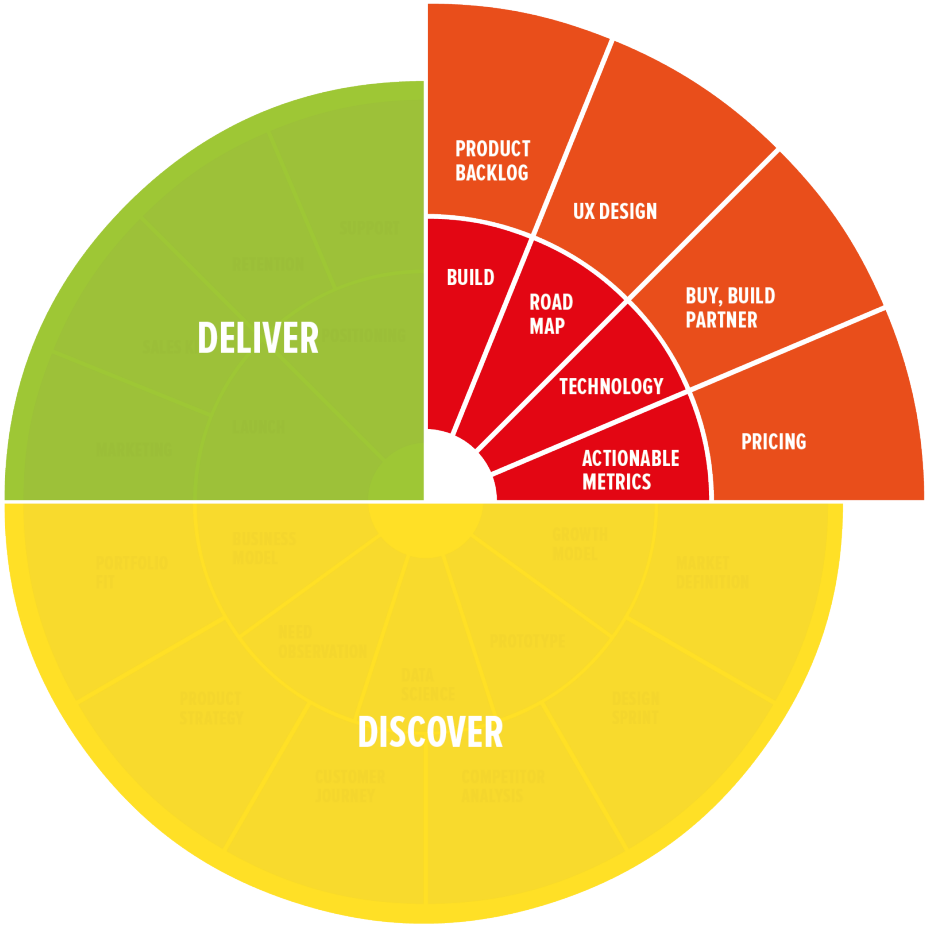
Second Stage: The Observer

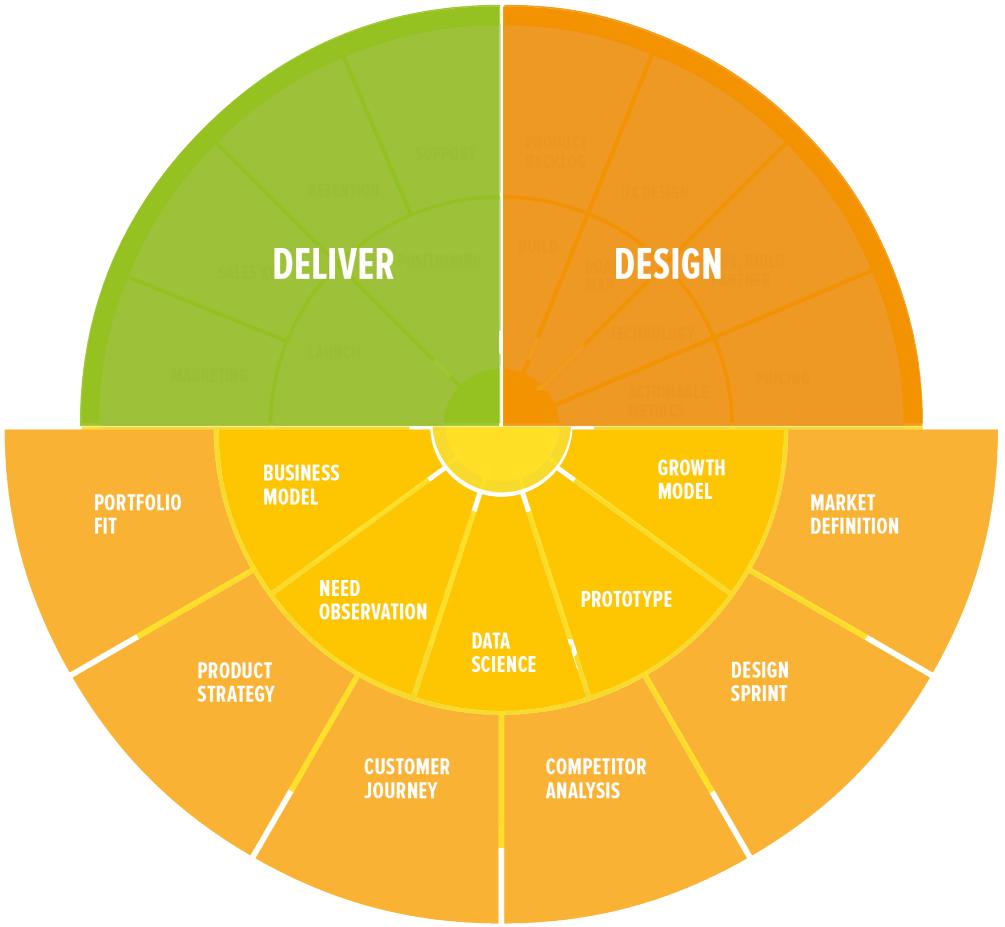
The Product Management Framework



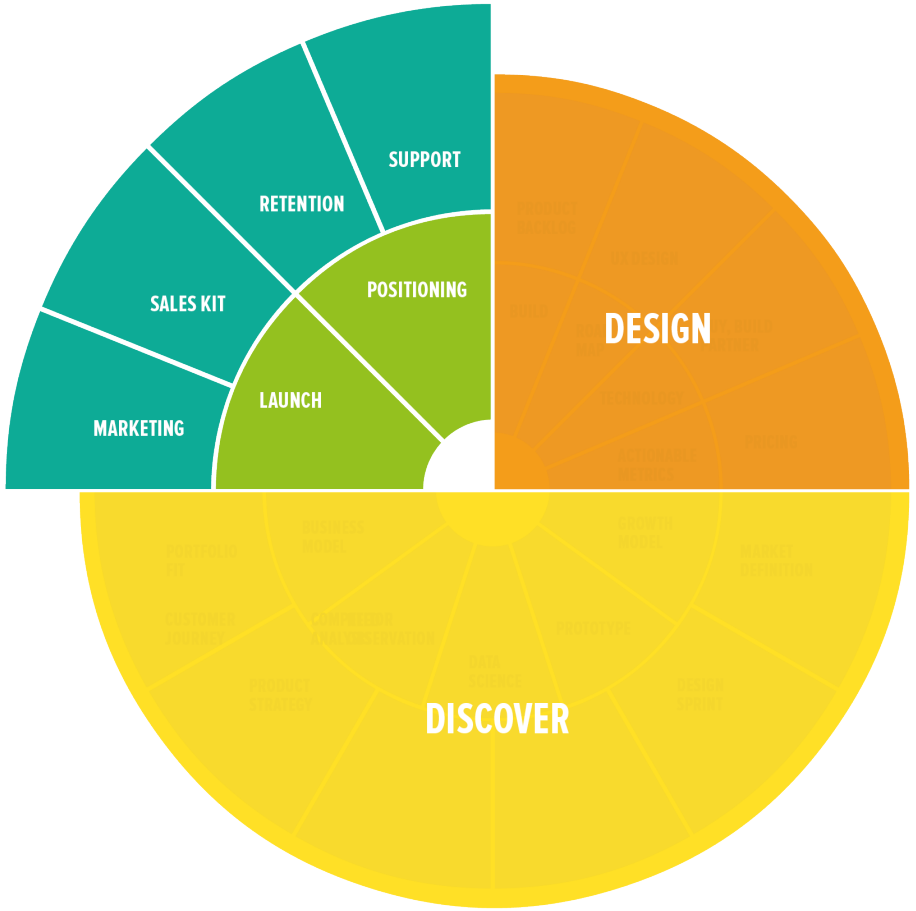
The Product Management Framework

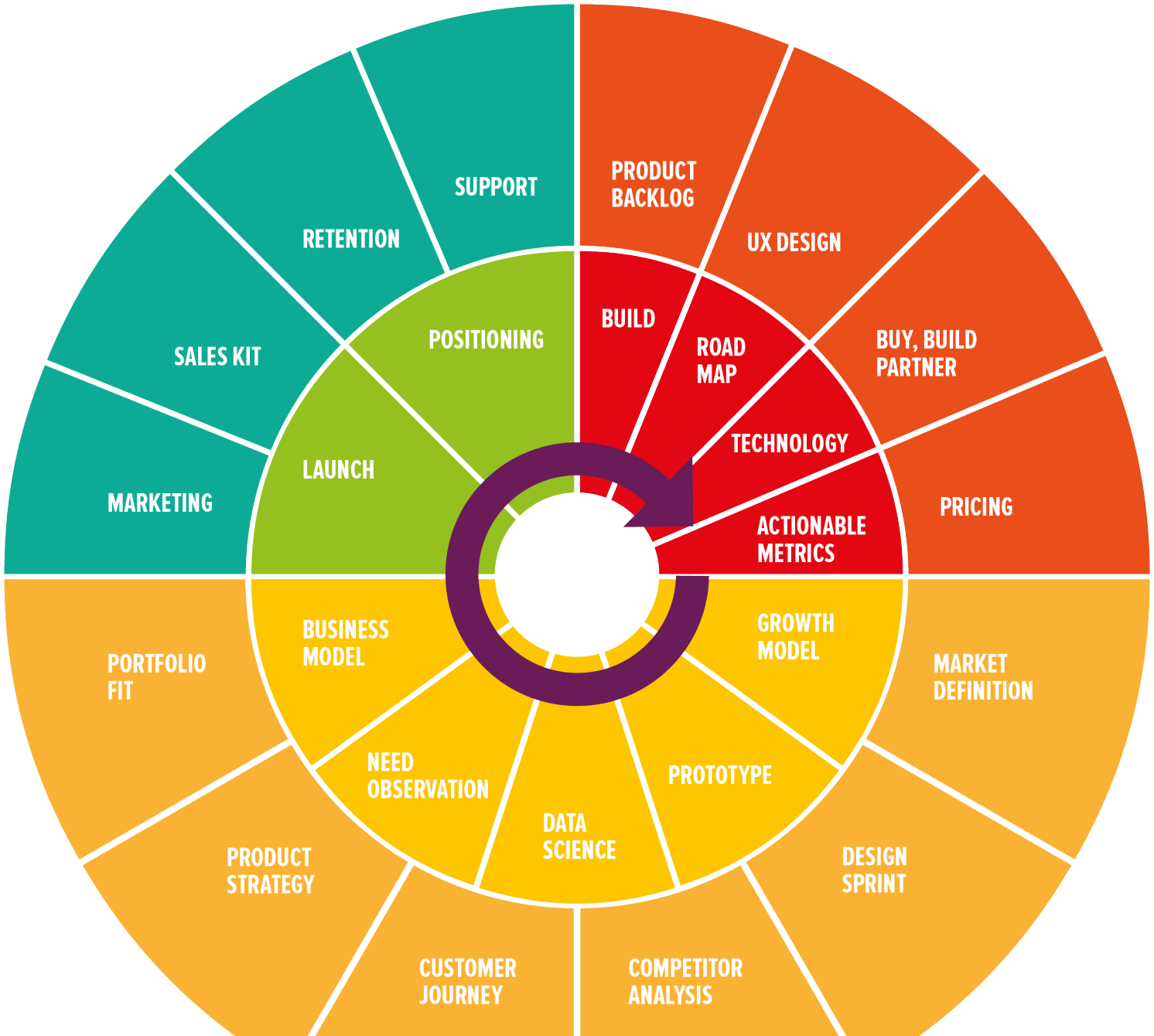


The Product Management Framework



The Product Management Framework




PRODUCT BACKLOG
UX DESIGN
BUY, BUILD PARTNER
PRICING
BUILD
ROAD MAP
TECHNOLOGY
ACTIONABLE METRICS
SUPPORT
RETENTION
SALES KIT
MARKETING
POSITIONING
LAUNCH
GROWTH MODEL
MARKET DEFINITION
DESIGN SPRINT
PROTOTYPE
BUSINESS MODEL
NEED OBSERVATION
DATA SCIENCE
PORTFOLIO FIT
PRODUCT STRATEGY
CUSTOMER JOURNEY
COMPETITOR ANALYSIS

The Observer

- Discuss:
  - Who does what?
  - What is the consequence?
  - What makes a better Product Manager?
  - What is your current role?
  - What would you like to do?
- Present
  - Use post-its to mark your territory
  - Explain how you handle the borders

5 min

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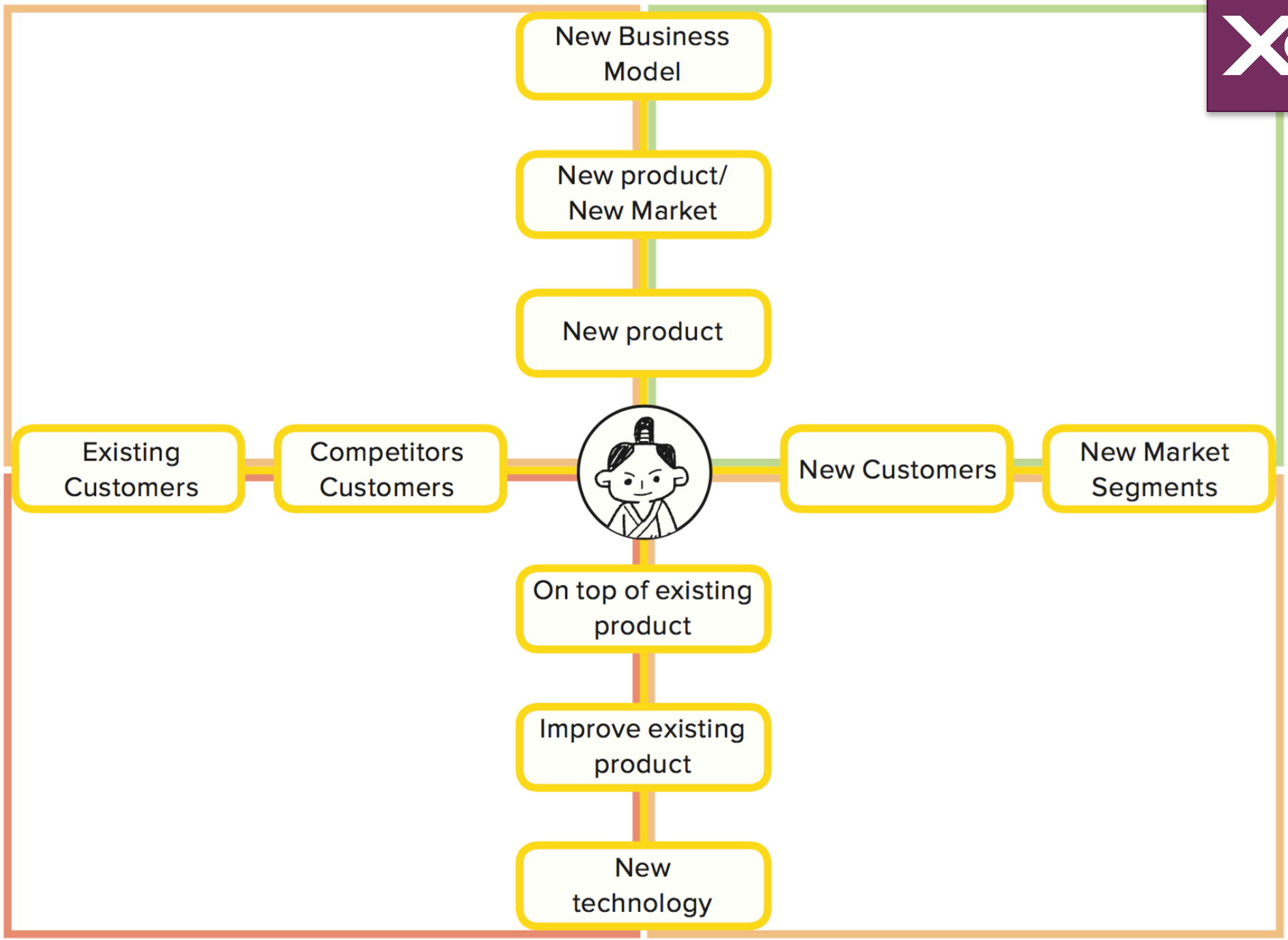
Third Stage: The Chess Player


New Business Model
New product/ New Market
New product
Existing Customers
Competitors Customers
New Customers
New Market Segments
On top of existing product
Improve existing product
New technology

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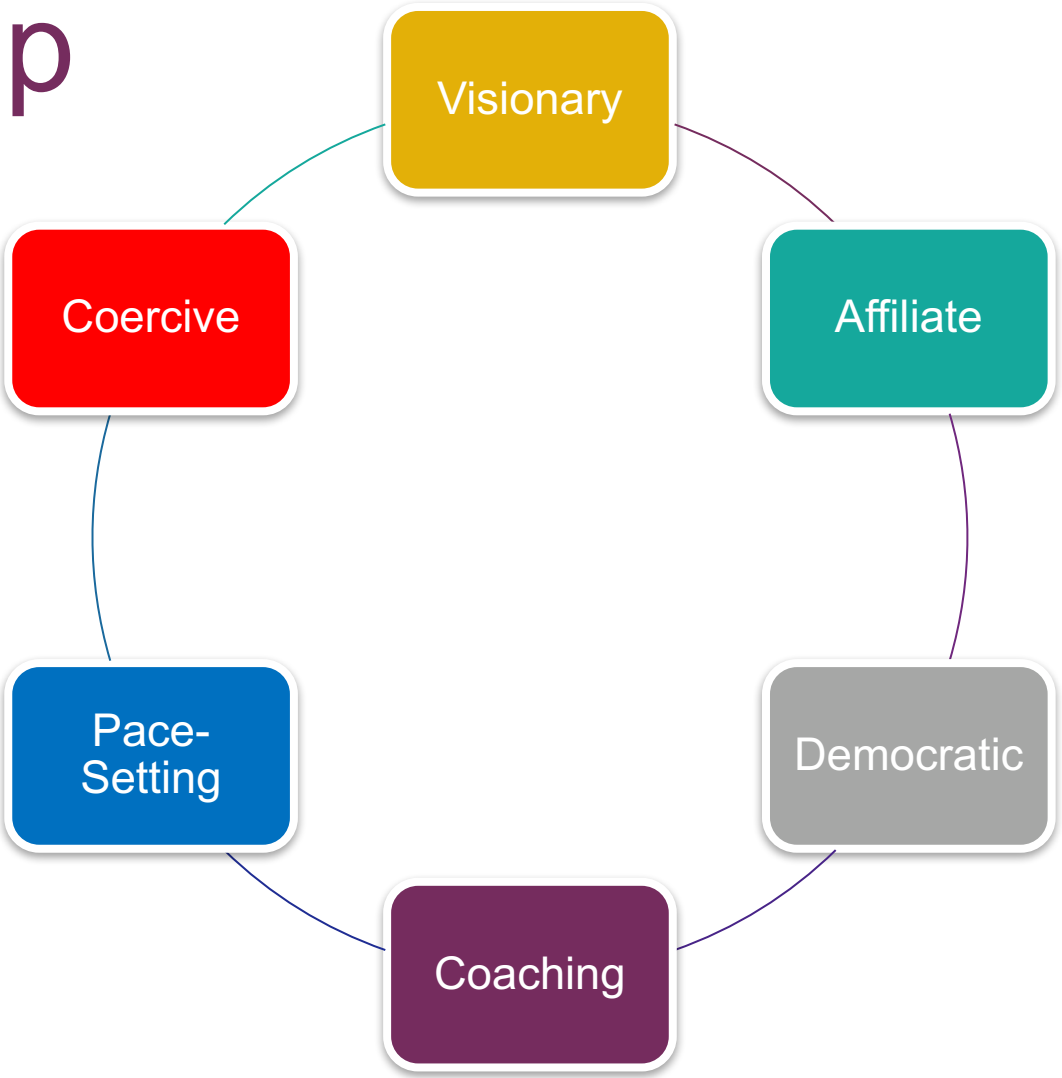
Leadership Styles

- Discuss:
  - Pick 1 scenario you recently encountered
  - What leadership style did you use and why?
- Summarize:
  - What styles did we use?
  - Does it make sense?

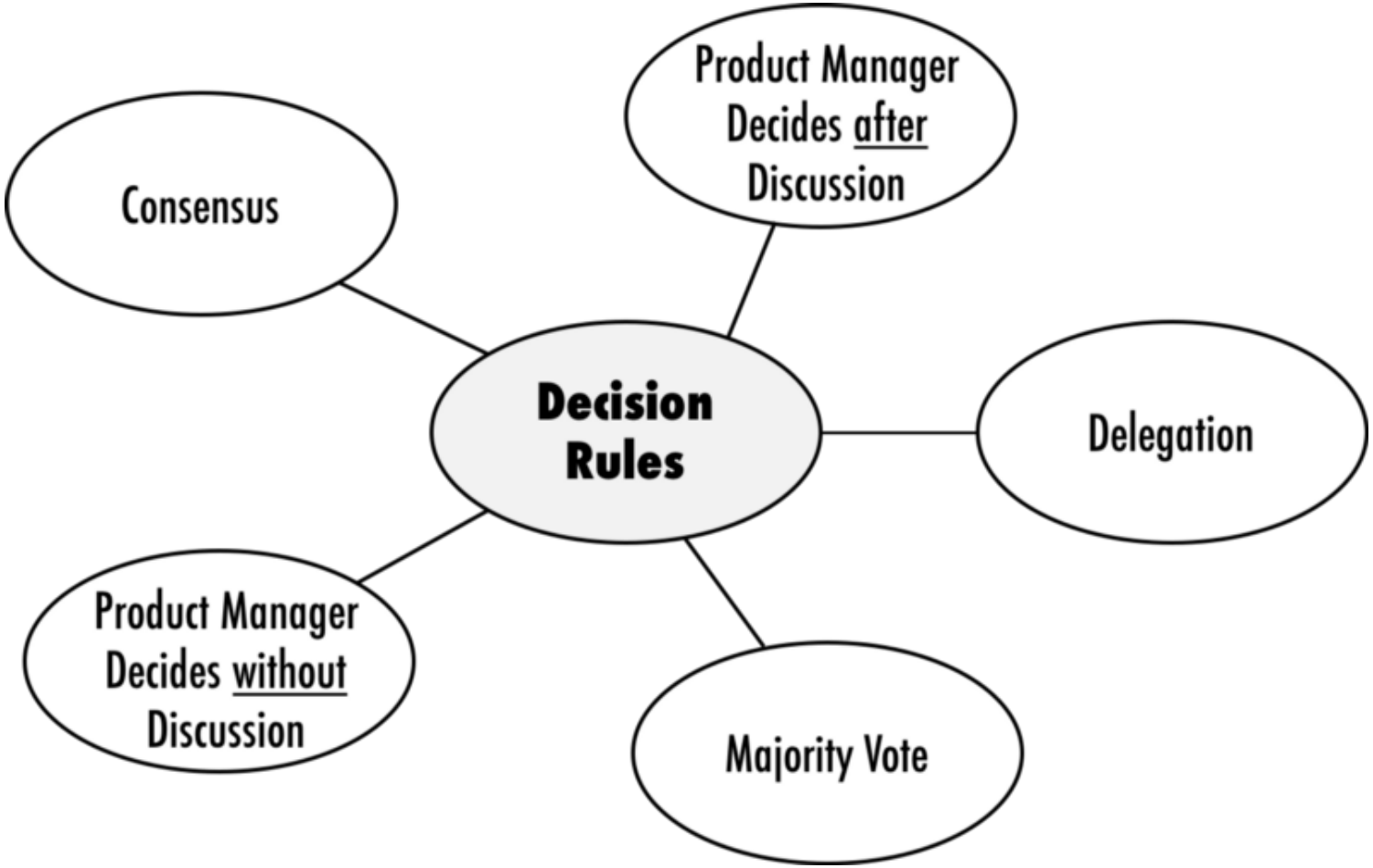
10 min

Leadership Styles



Daniel Goleman

Democratic Decision Rules



Sam Kaner

The Three Evolutionary Stages Of Product Management

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The 3 Levels

- Builders
  - Transitioned to Agile way of working
  - Low empowerment, efficiency metrics
  - Lots of stakeholder management
  - Main tasks are reactive and firefighting
- Observers
  - Transition to BusDevOps Culture
  - Empowered and takes responsibility for results
  - Outside-in thinking, customer journey, BMC, Design Thinking
  - Releases that make impact

The 3 Levels

- Chess Players
  - Has a vision beyond product goal
  - Applies Lean Startup principles
  - Fails fast based on market insights
  - Entrepreneurship on portfolio level
  - Data driven decision making
- Seed conditions
  - Context awareness
  - Active involvement
  - Learn by doing
  - Sense-making

What does your dojo look like?

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http://blog.xebia.com/tag/product-samurai/