

Action Guide

TEI 300: Off the cuff on product management
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Application Questions

1. What changes, positive or negative, have you seen this year in your organization's approach to product management?
2. How much time do you get to spend with customers? What challenges do you face in having time for customer discovery?
3. If you had magic wand, what would you change to improve product management?



Actions to Take

What to Do Now

- Consider how you and your organization prioritizes projects and features. Identify strengths and weaknesses of this process.
- Identify obstacles that prevent you from spending time with customers.

What to Do Soon

- Focus on prioritizing ideas based on value for the customer and value for the business.
- Consider how your role as a product manager could be optimized. Look for opportunities to spend more time with customers generating ideas, in your role as the customers' representative, distinct from development.