

## Action Guide

TEI 304: How to become an influential product manager

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### Application Questions

1. What is the difference between building the product right and building the right product? How does focusing on building the right product change how you think about product management?
2. What challenges do you face with customer discovery? How could you make it easier to do early, often, and inexpensively?
3. Why is it important to immerse yourself in the problem? How can you avoid jumping to the solution space?



### Actions to Take

#### What to Do Now

- Don't outsource engaging with customers. Remember that spending time with customers is the most important part of your job.
- Don't begin solving a problem until you understand it. Zoom out to make sure you understand the true problem.

#### What to Do Soon

- Don't overlook qualitative research. Do customer discovery incrementally, and don't overcomplicate it.
- When beginning to solve a problem, immerse yourself in the problem space and develop shared context with your team. Use a template to communicate the five elements of success requirements.