

Action Guide

TEI 334: Making product management effective regardless of the product emphasis in an organization

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Application Questions

1. Is product management valued in your organization? Why or why not?
2. What is one challenge you face as a product manager?
3. Which of the three H's do you most often use to influence others: head, hands, or heart?



Actions to Take

What to Do Now

- Work to hone your communication and time management skills, which will serve you well as a product manager.
- This week, take one action each with your head, hands, and heart to build credibility and trust. For example, discuss data with your engineering team, explain how your strategy will benefit sales, and share a positive customer quote with an engineer.

What to Do Soon

- Ask a salesperson to coffee (virtual or in-person) and begin building a relationship that may lead to more customer connections.
- Organize a brown bag lunch or other event where you can share customer stories with your engineering team.