

Action Guide

344: State of product management performance in 2021

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Application Questions

1. What is the biggest work-related challenge you've faced related to the COVID-19 pandemic? How has it affected product management in your organization?
2. Do you think your organization needs a remote-first mindset or failed to prepare adequately for a disruptive event like the pandemic?
3. Do you see disruptive events as opportunities? How is a flexible culture important to thriving in adverse circumstances?



Actions to Take

What to Do Now

- Practice being flexible and seeing disruptive events as opportunities.
- Say thank you today. Send a gift, invite a coworker out for coffee, or write a card expressing empathy for a hardship someone is going through.

What to Do Soon

- Consider shortening your default meeting time to allow breaks, or find other ways to intentionally rest throughout the day.
- Look for ways to help your organization prepare for possible future disruptive events. Make sure you have a clear view of your strategy; increase contingency planning; or develop a team to deal with crises.