

Action Guide

358: Product management tips from a senior product manager

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Application Questions

1. What was your path to product work? What key turning points led you to where you are now?
2. What kind of customer interactions get you excited? How can you have more of those?
3. What does it mean to be the expert of the problem, not the solution?



Actions to Take

What to Do Now

- Choose building over learning. Choose hands-on product work, even if you're not comfortable with it yet, to get practical experience.
- Be an expert of the problem and your customer; rely on your team to come up with the solution.

What to Do Soon

- Build relationships with customers so you can get honest feedback. Consider starting discovery calls by letting customers know that negative feedback helps you learn more.
- Don't be afraid to take risks and move into a new industry. If you do, learn everything you can about that industry.