

## Action Guide

### 367: Radical product thinking for product managers

*Radhika Dutt*



## Application Questions

1. Do you agree that product is a way of thinking about how to engineer change? What does that look like?
2. What product diseases have you seen in your current organization or past organizations?
3. Where are there breaks in your chain between vision and action?



## Actions to Take

### What to Do Now

Draft a vision for your product that answers:

- **Whose** world are you trying to change?
- **What** does the world look like for them today?
- **Why** does that world need changing?
- **When** will we know we've accomplished our mission?
- **How** are we going to bring about the change?

### What to Do Soon

- Convert your vision to strategy by answering the four RDCL questions (Real Pain Points, Design, Capabilities, Logistics).
- Prioritize features by identifying their importance for survival and vision, then selecting features that support both or invest in vision.