

Action Guide

432: Creating or improving the product-led organization

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Application Questions

1. Is your organization product-led? If not, what is leading your organization?
2. How would you describe the relationship between the product team and leadership team in your organization?
3. In what ways does your organization empower you as a product manager? In what ways would you like to feel more empowered?



Actions to Take

What to Do Now

- Consider whether members of other teams in your organization understand how to interact with the product management team.
- If not, consider discussing how you could work together in a way that would benefit everyone more.

What to Do Soon

- Encourage your sales team to not say yes to everything. Instead, when a feature a customer wants isn't ready, they can offer a customer a discount on the product or offer professional services to build the feature at 10 times the price.
- Ask your leadership team if your team can view the strategy deck they present to the board or shareholders. Use this to guide your strategy and to help you talk with the sales and marketing teams.