

Action Guide

434: Adding product ops to your product management organization

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Application Questions

1. Does your organization use product ops? How does it help you or how do you think it could help you?
2. Describe a time a lack of communication or standardization caused a problem.
3. How would you describe “How you do product management at your organization”? Do you think other product managers would describe it in the same way?



Actions to Take

What to Do Now

- If your organization has four or more product managers and you don't have product ops, consider talking to a senior leader about creating a product ops role.
- Even if you don't have a formal product ops capability, take time to meet with your product team and talk about how you do product management at your organization. Ensure your methodologies are standardized.

What to Do Soon

- When you're building a product ops capability, take a look at your product processes from idea to launch and map a best process for the organization.
- Be clear about what artifacts each product manager should create, how they will hand those artifacts off to others, and how they will communicate and collaborate.