How to Win Friends and Influence Product Managers

NY R Conference
July 13, 2023

Before we dive in…

- Not a technical talk 
- Informed by evidence, experience, and opinions

We hold these truths to be self-evident…

→ Culture is localized

→ People are random

∴ YMMV

There is a goal...

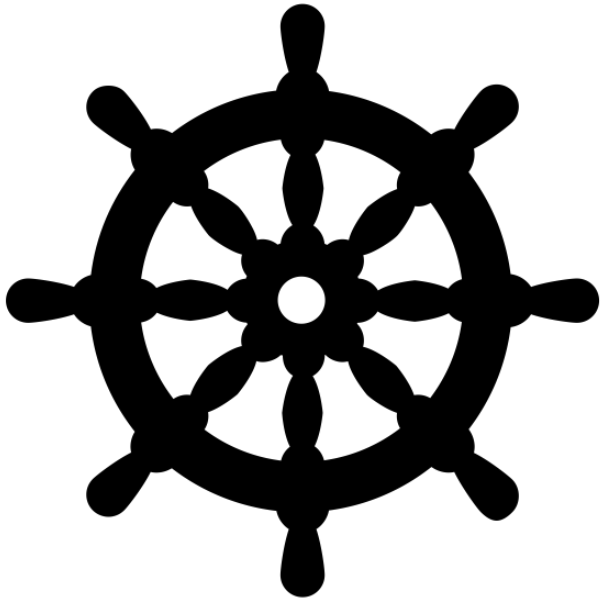
Aiming to be useful 🎯

Successful PMing is about

Persuasion

Which function drives final decision making?

- Engineering?
- Design?
- Product?



Ship Wheel by Laymik from Noun Project (CC BY 3.0)

Form an alliance, the PM version

- ➔ Focus on the customer
- ➔ Get buy-in from stakeholders
- ➔ Develop & test hypotheses
- ➔ Predict the future
- ➔ Back decisions with evidence

Speak the same language

- Define some terms, get the factors
  - Terms of art 💬
  - “Impact” 💥
  - “Success” 🏆
  - “How do we know?” 😯
    (What evidence and rationale already exist?)

Get on the same page

- Get the latest map (roadmap, mind map) 🧭🔮

Understand the customer

- Who are our customers?
  - Bucket and segment
- What is their feedback? 👋
  - Improve user experience
  - Reduce suffering, increase joy
- How much are they willing to pay?

Performance evaluation (real time!)

● What are users doing? ● How many of them are doing it? ● How often? For how long?	User engagement
● Are they doing what we want them to do?	Conversion rates
● How much do they like or dislike our product?	Customer satisfaction

Looking into the future

- Predictive analytics
  - Estimate customer demand
  - Find potential growth opportunities
  - Optimize resource allocation

Looking into the future

- Competitor analysis
  - Research consumer preferences, market trends, and competitor products
  - Better position your products
  - Set yourself apart from the competition

What drives the final decision making?

➔ Winning hearts and minds

What drives the final decision making?

➔ Winning hearts and minds

… with data

Thank you.

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