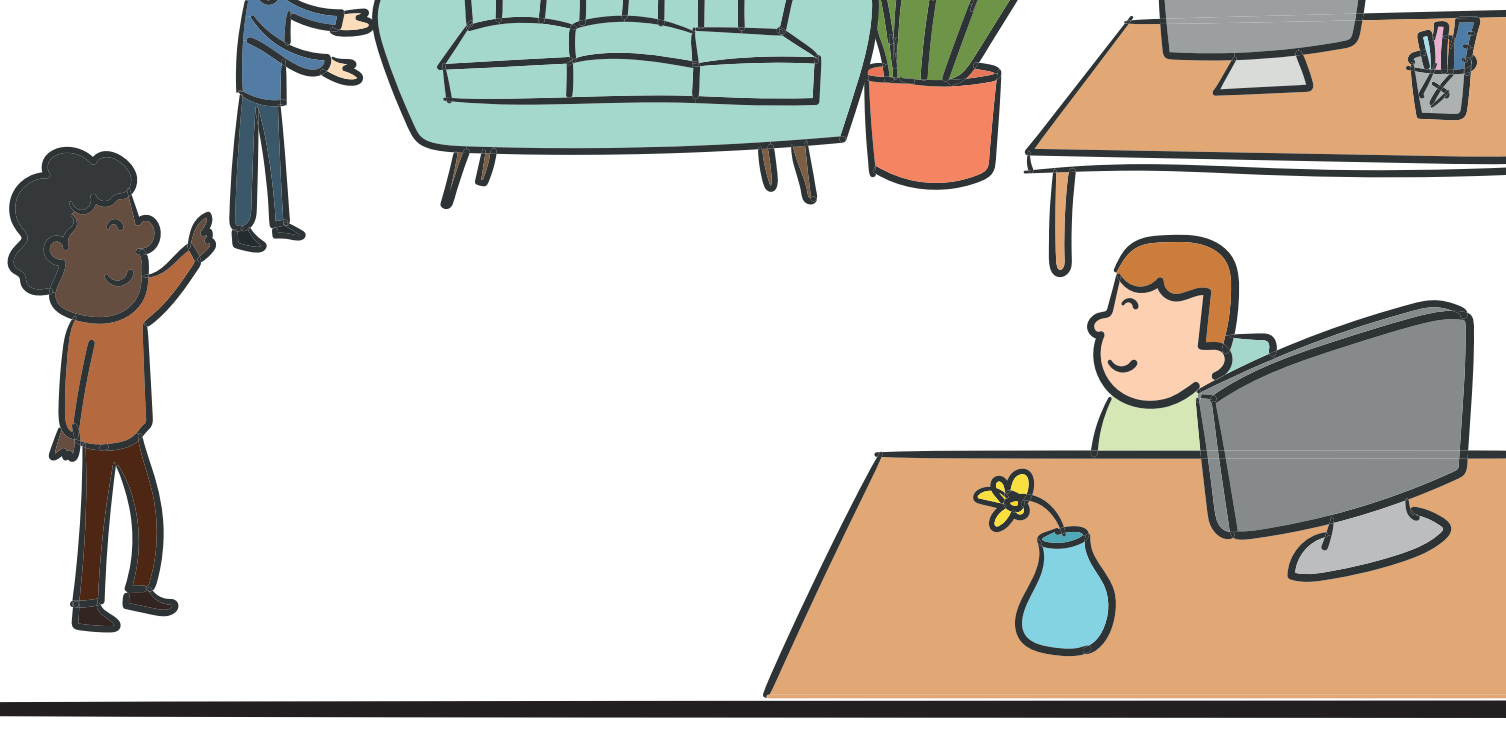


10 Product Manager Tips

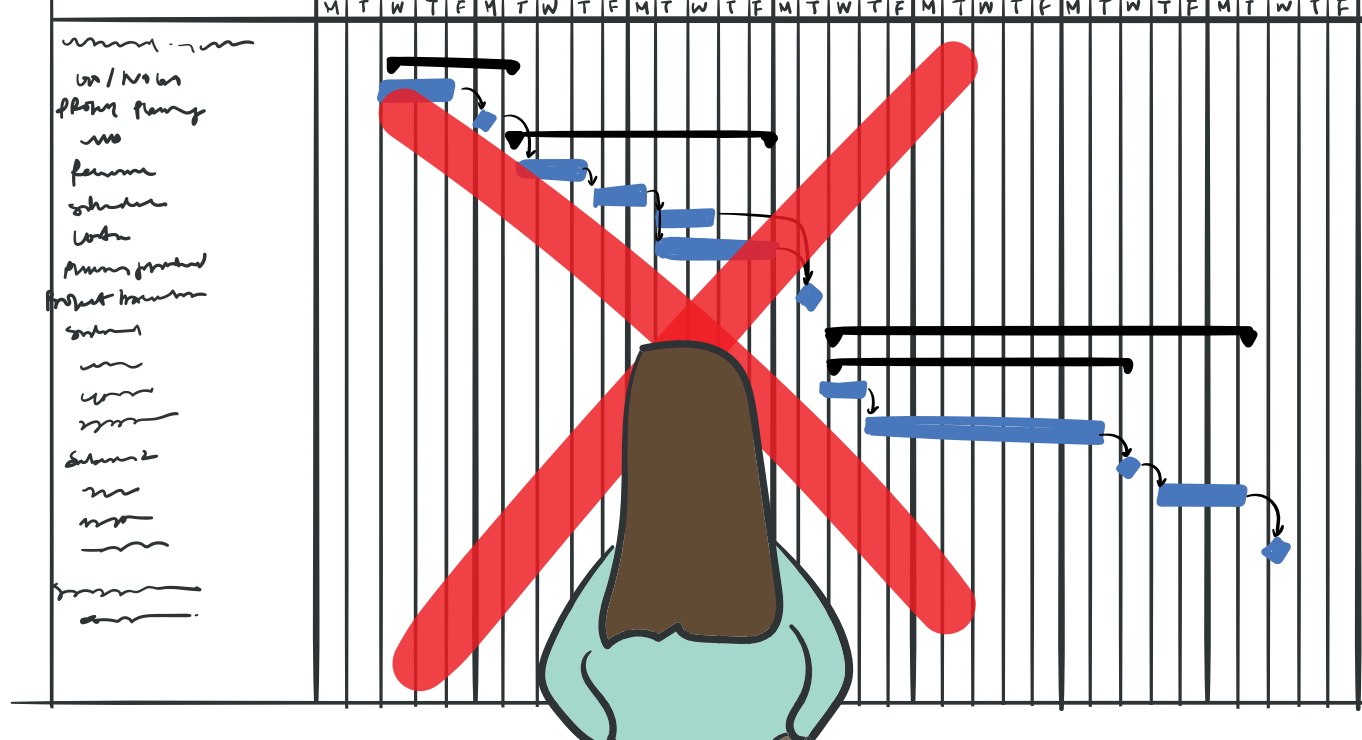
1 IT IS NOT ABOUT YOUR IDEAS. CREATE A FRAMEWORK/MODEL THAT ELICITS AND PRIORITIZES THE MOST PROMISING IDEAS.



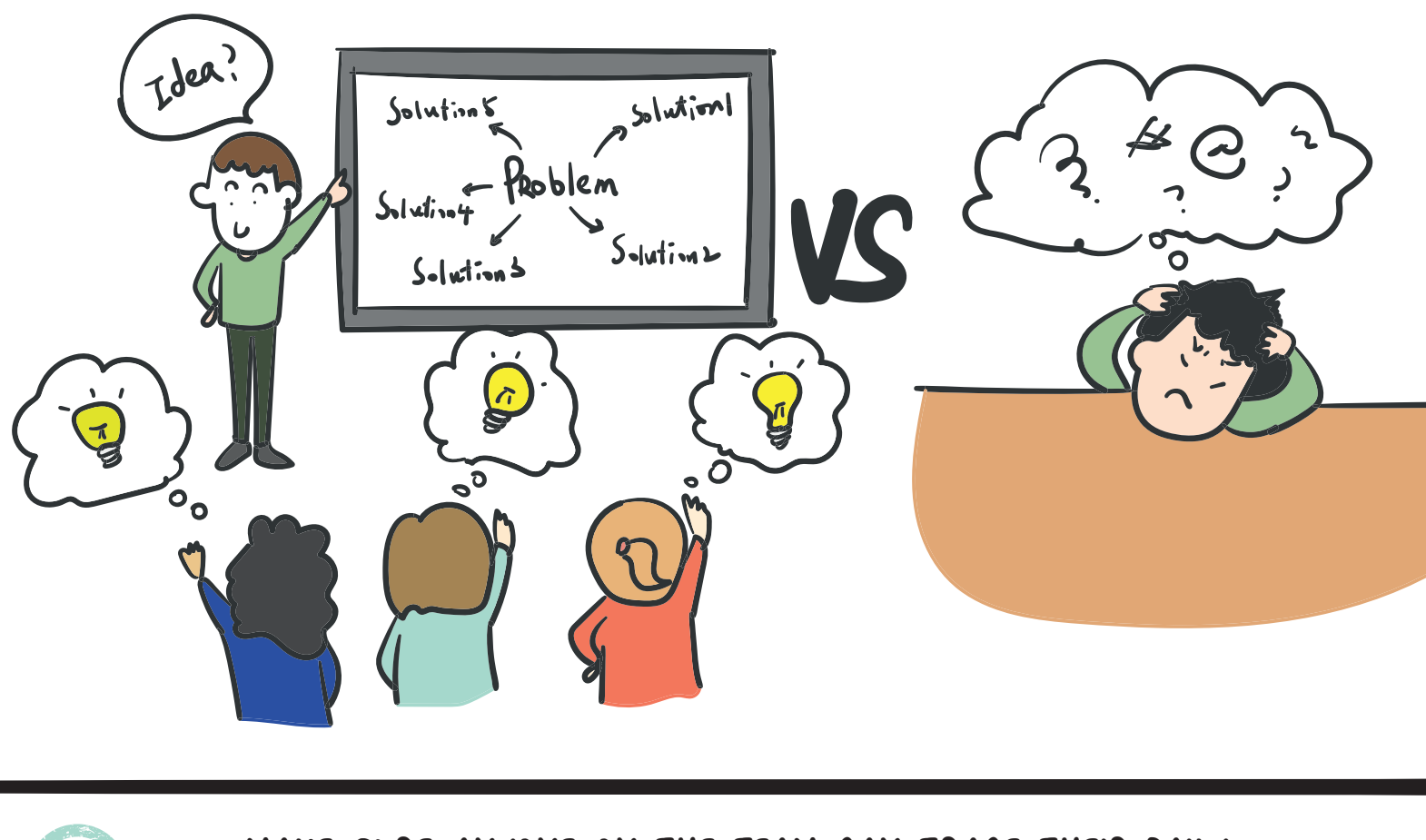
2 BRING CUSTOMERS/USERS TO THE TEAM, DON'T BE A PROXY.



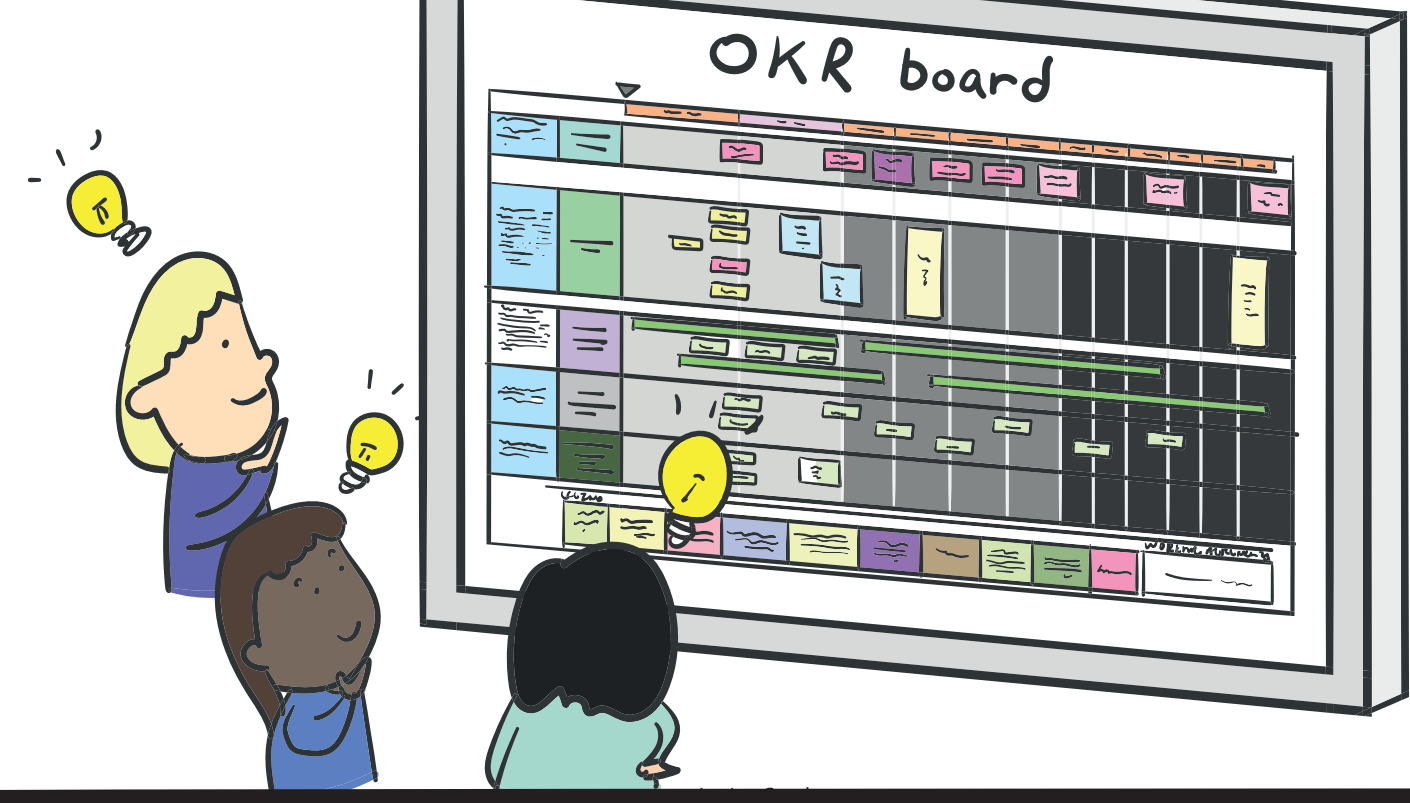
3 DON'T SLIP INTO BEING A SCRUM MASTER/PROJECT MANAGER. IT WILL HURT YOU AND THE TEAM.



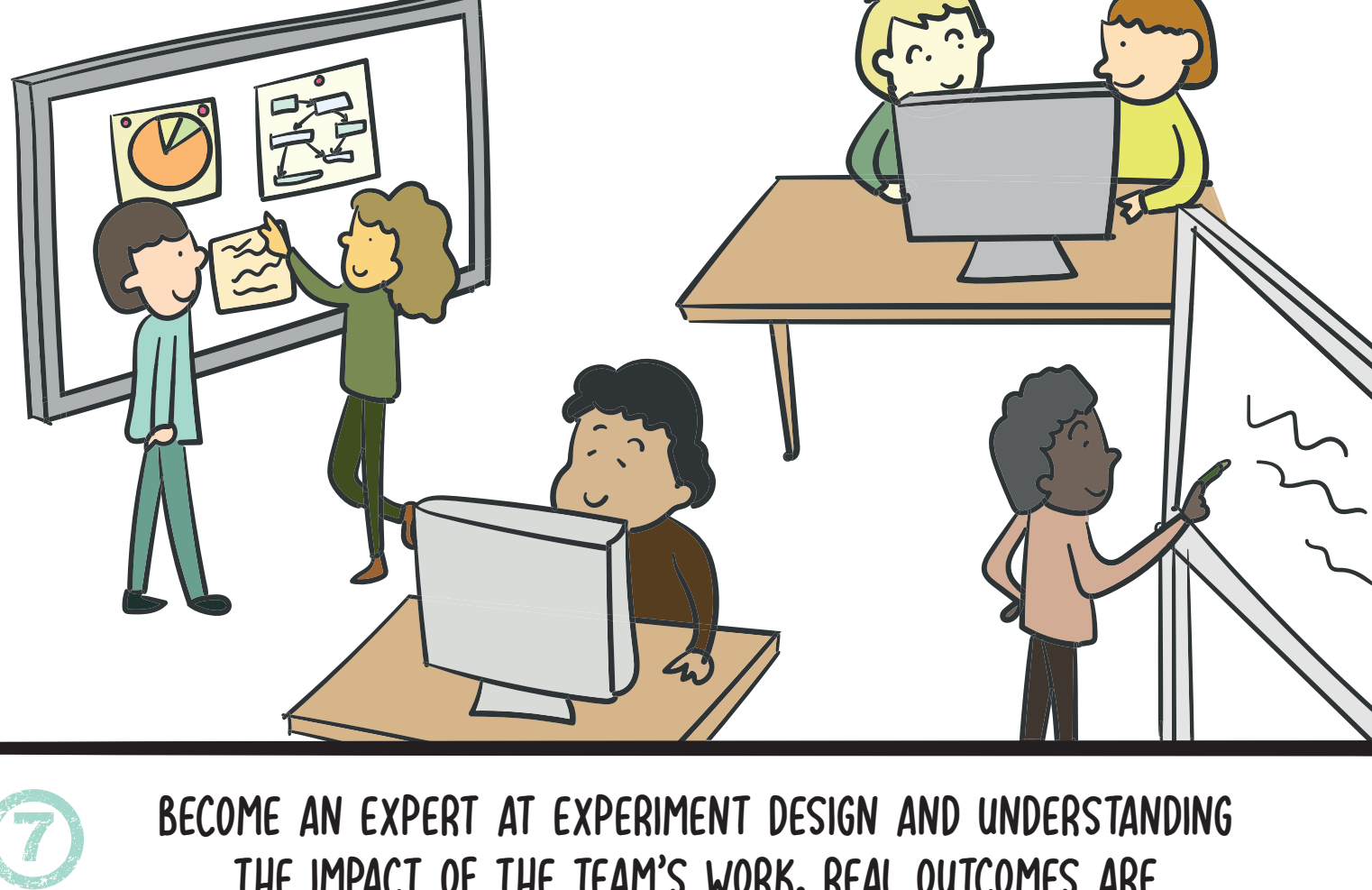
4 ASK HOW YOU CAN IMPROVE THE TEAMS DECISION VELOCITY AND DECISION QUALITY (INSTEAD OF FALLING INTO SOLE DECISION MAKER MODE).



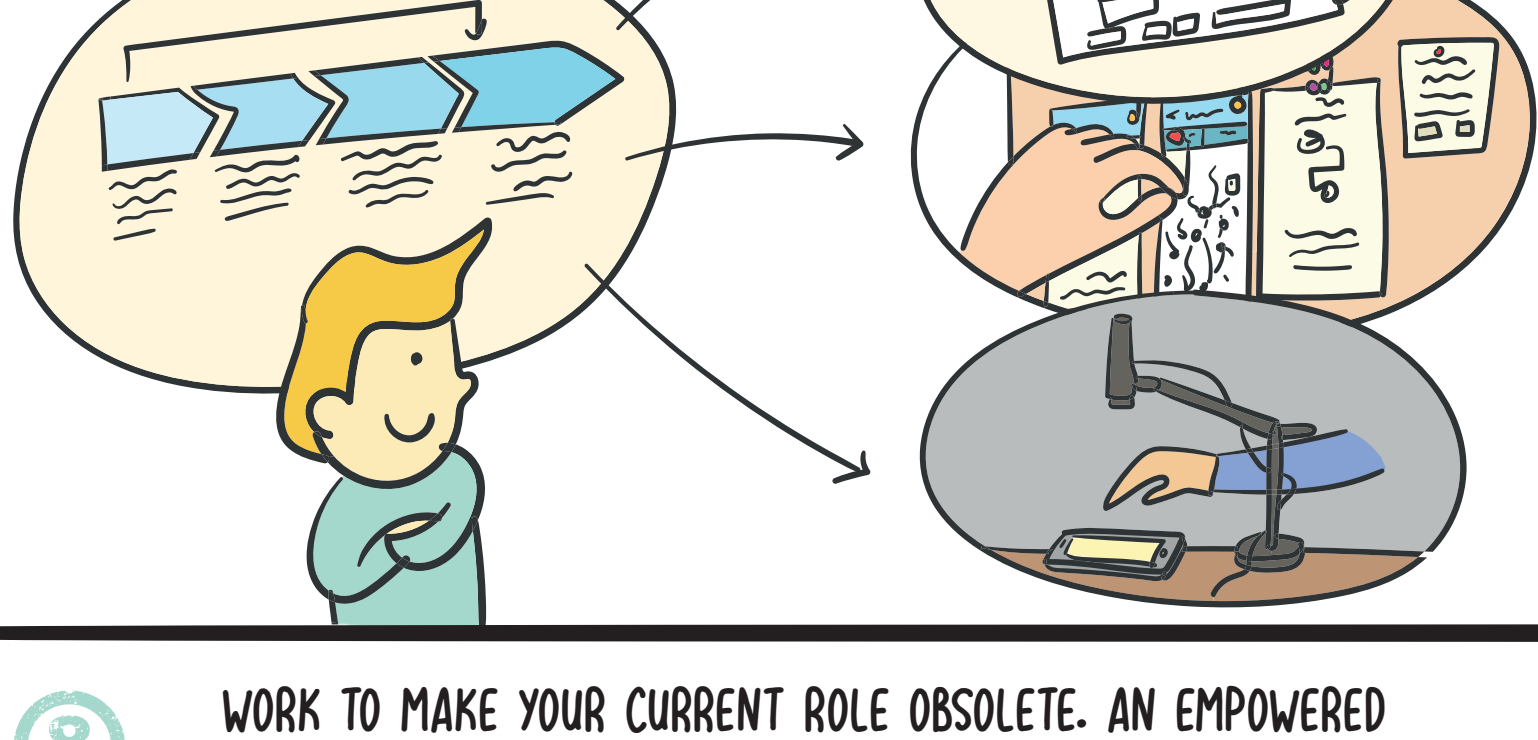
5 MAKE SURE ANYONE ON THE TEAM CAN TRACE THEIR DAILY TASKS THROUGH TO THE 1-3 YEAR BETS OF THE COMPANY (WITHOUT GLOSSING OVER UNCERTAINTY).



6 YOU DO NOT MANAGE THE TEAM (REPEAT 10X). THE TEAM IS NOT YOUR "RESOURCE" TO OPTIMIZE. YOU ARE A TEAM MEMBER.



7 BECOME AN EXPERT AT EXPERIMENT DESIGN AND UNDERSTANDING THE IMPACT OF THE TEAM'S WORK. REAL OUTCOMES ARE THE ULTIMATE MOTIVATOR.



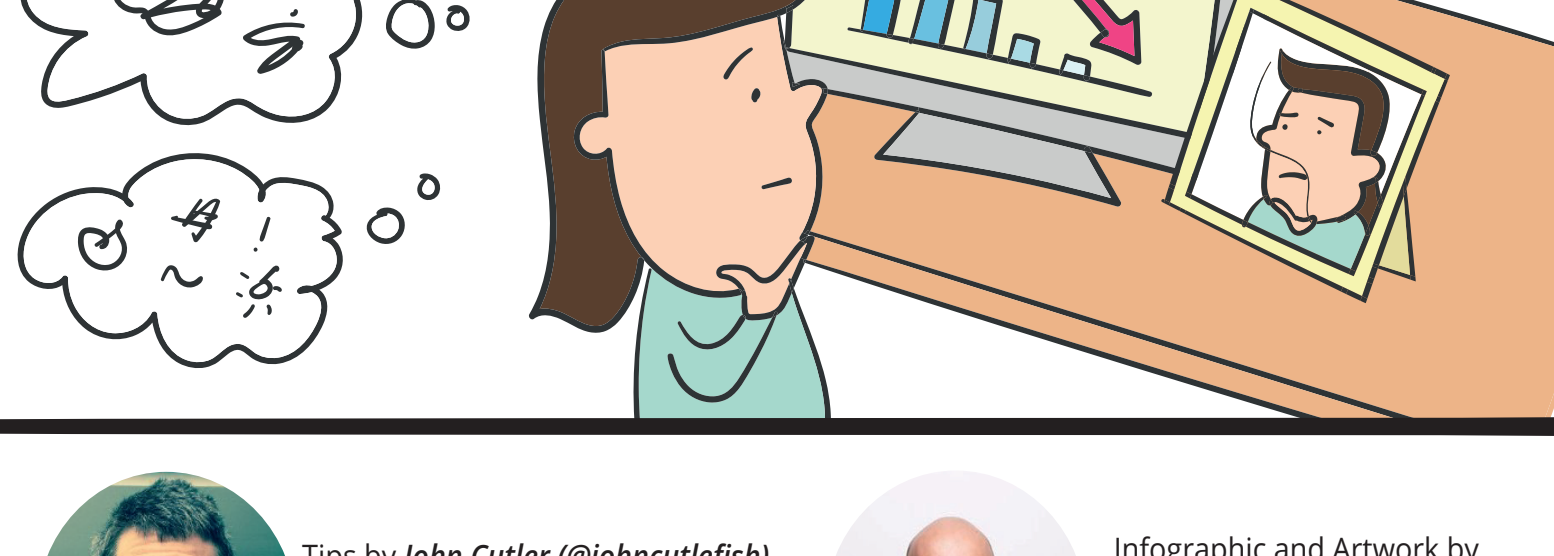
8 WORK TO MAKE YOUR CURRENT ROLE OBSOLETE. AN EMPOWERED TEAM WITH SOME PRODUCT COACHING CAN DO A GREAT DEAL W/O YOU...LEAVING YOU TO TACKLE A NEW PROBLEM.



9 DON'T DO THE MVP BAIT AND SWITCH. VERY POOR FORM.



10 TRY AS HARD AS HUMANLY POSSIBLE NOT TO SLIP INTO SUCCESS THEATER. MODEL HUMILITY...ESPECIALLY WITH THE DECISIONS THAT DON'T PAN OUT. IT IS EASY TO SLIP INTO MINI-CEO-ISM. AVOID THAT.



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