

The Shape of Product Management

Product management
is hard to define
(globally) and hard to
chart (personally)

Because it's
essentially
filling gaps

Assumption

- You are part of a team at some semblance of a product company

I love you

- **I am not being dismissive or glib**

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Lets start by
defining types of
gaps that a PM
might fill

As a product company is made up (generally) of several working pieces, we will define gaps here as differences between realistic ideal and actual existing

Skillset/quality/experience

- Ex: Project needs new API endpoints and there is not anyone with node experience on the team
- Ex: Nobody knows how to perform a full flight simulation test on the team

Manpower/throughput/capacity

- Ex: We need someone to smoke test this HTML form
- Ex: The client expects the demo to have all v1 requirements by Friday

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Let's bucket the groups that cause these gaps and see if there are any similarities

Customer

- Potentially the largest, most volatile and (regrettably) most important

Business

- The entire organization, from the executive leadership to the other departments
- Marketing, client service, customer service, development, etc.

Team

- Your product team
(however you make
that up)

You

- You (duh)

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Finally, let's talk
about how we
can visualize
these gaps.

- Overlay likelihood gaps across groups over time
- Have some kind of baseline
- Measure 'you'
- Compare difference to 'you'

How does
the survey
work?

Frequency that customer understands difficulty in product delivery/execution

	Last Year	6 months Ago	Last Month	Now	Next Month	6 Months From Now	Next Year
100%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
80%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
0%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Select all that apply to role you used

- SaaS
- Shipped product
- Agency
- Hardware
- Software
- Colocated team
- Remote team

Your Unique Code *

your first name + a number between 1-99, ex. adam34

adam54

Ready?

<http://covalent.world/s>