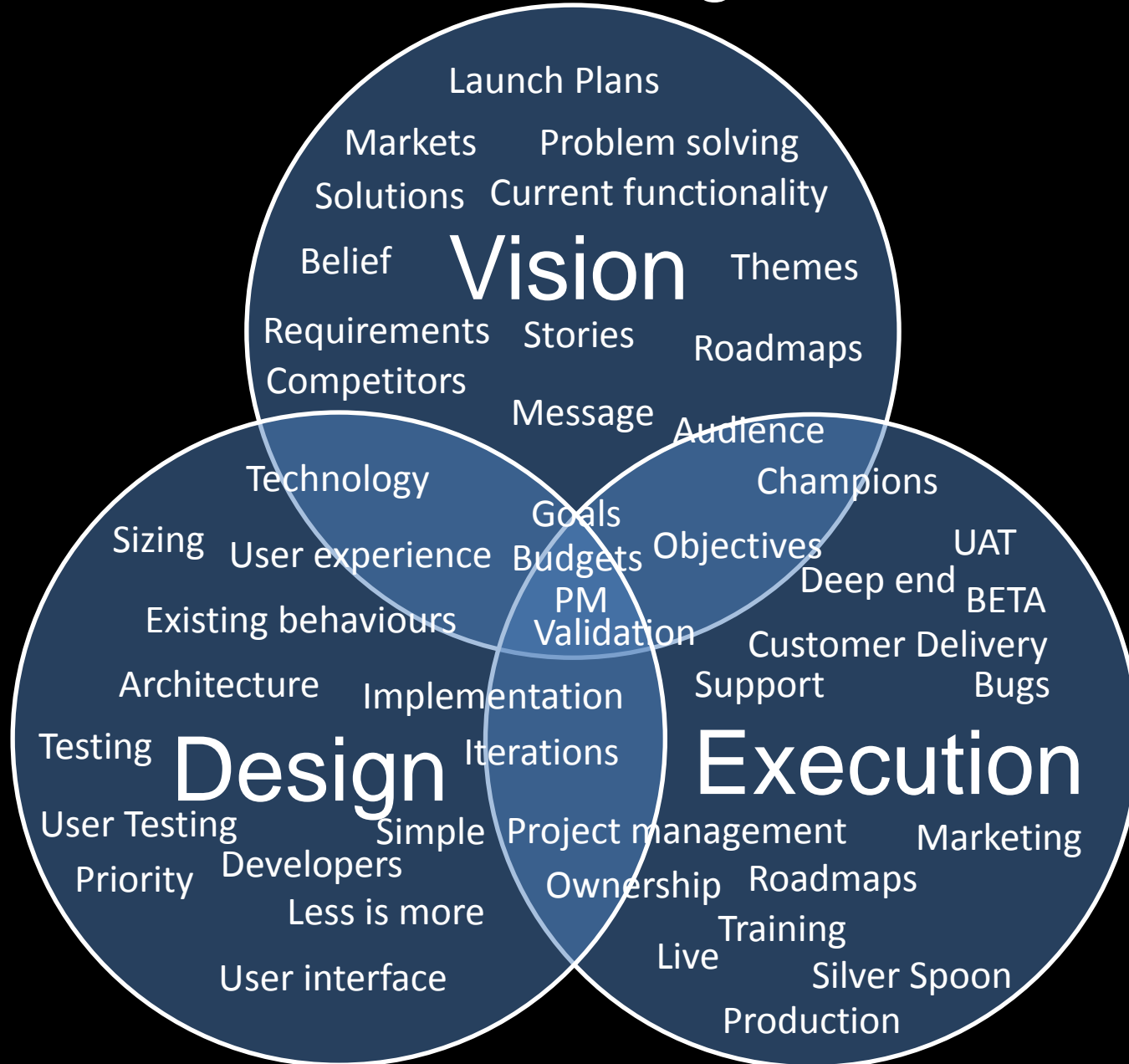


Product Anonymous

# Product Management



# DOs

- Shadow a Product Manager
- Launch Plans – This will be your bible
- Documentation
- Research
- Product Manager Training
- BE CONFIDENT
- Spend time with customers
- Ask ‘dumb ‘ questions
- Find experts
- Concentrate on What and Why
- Communicate
- Sell your product internally
- Communicate

# Don't

- Say Yes or No straight away
- Feedback from people outside the project \*
- Leave your project alone
- Hang on to your past
- Go it alone
- Focus on 'How'
- Look at short term wins
- Forget to communicate

# Key Skills

- Train Nadia!!!