

The Three Evolutionary Stages Of Product Management

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Job

Product Samurai @ Xebia

Experience

Thales, Saab, TomTom, Service2Media,
various startups

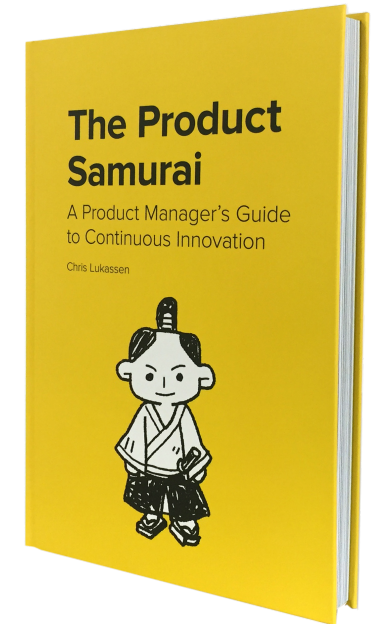
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Product Leadership Roles

- Break in groups
- Discuss
 - Who does what?
 - What is your title?
 - Responsibilities, tasks?
 - What is a managers job?
 - What is leaders job?
- Present!
 - Drawings are awesome!
- Tribe Lead
- Product Owner
- Project Manager
- Product Manager
- Marketing Manager
- Chief Product Officer
- Head of Development
- Chief Executive Officer
- Product Marketing Manager

10 min



First Stage: The Builder

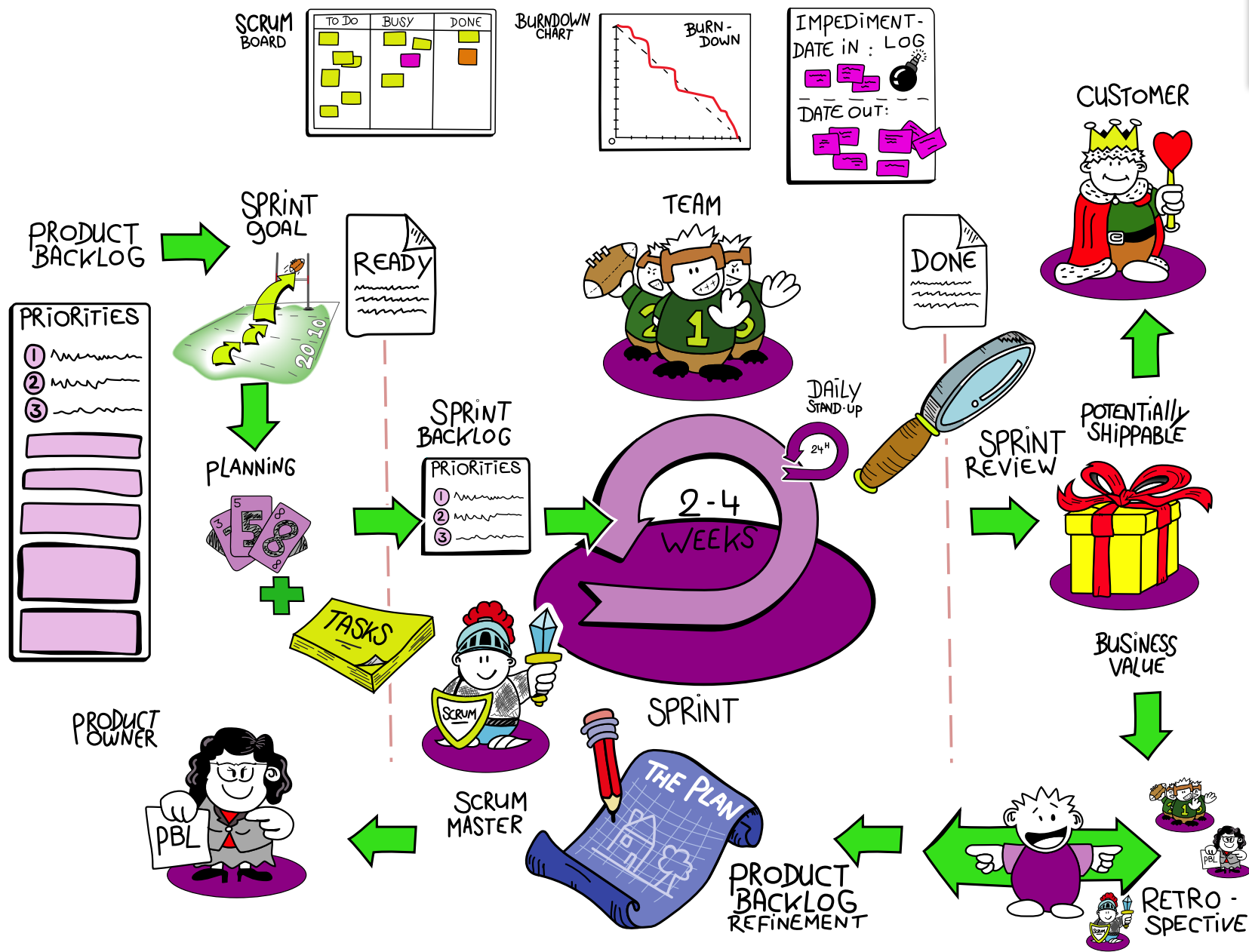


The Builder

- Discuss
 - What does a builder do?
 - What is his or her role?
 - Why is that?
 - With whom?
- Present:
 - What makes a better Product Owner?
 - Make a graphical depiction of the builder in the organization or Scrum Team

10 min

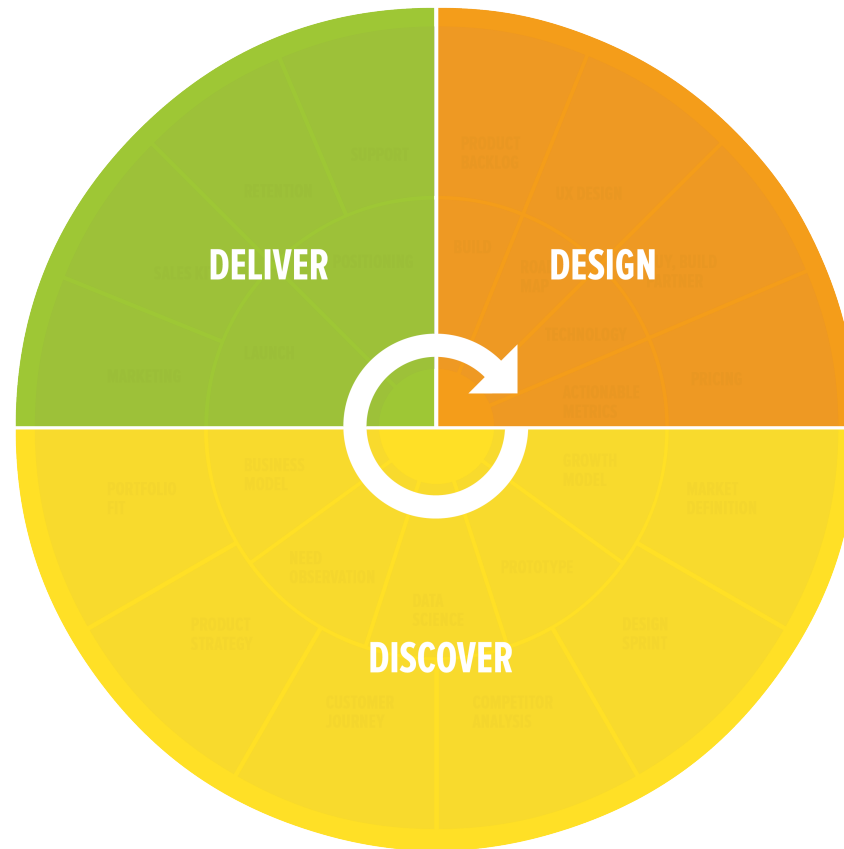




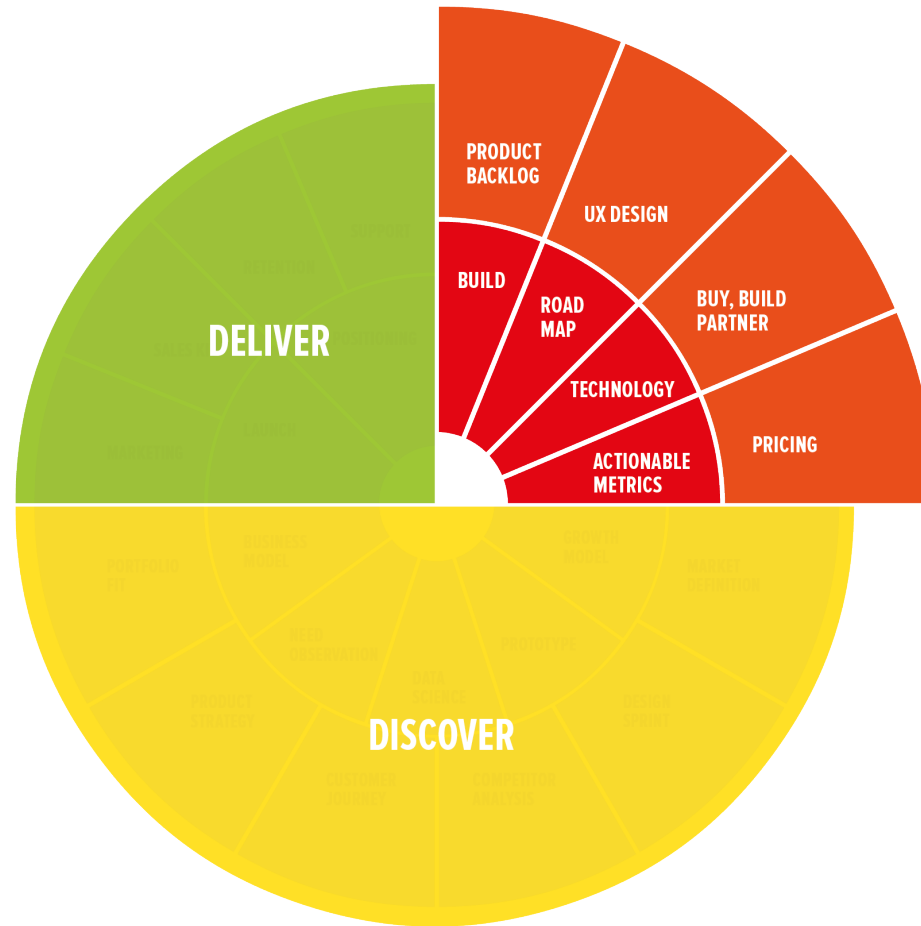
Second Stage: The Observer



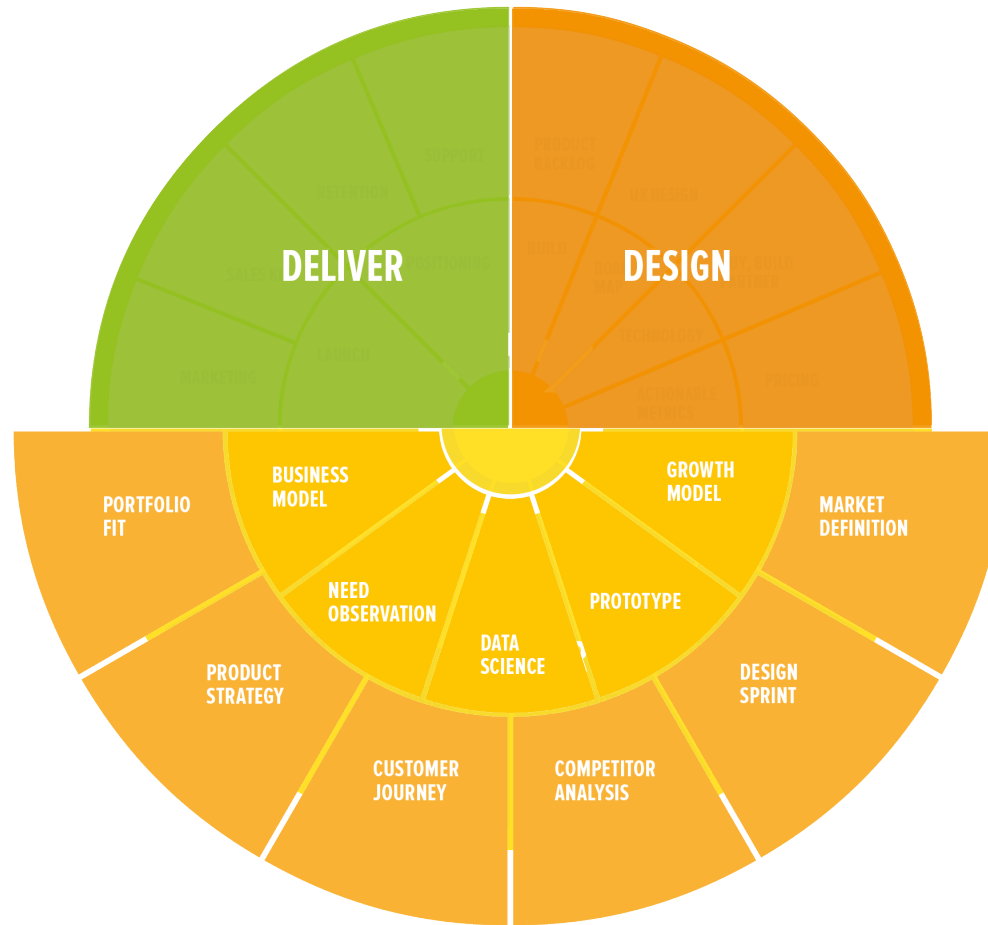
The Product Management Framework



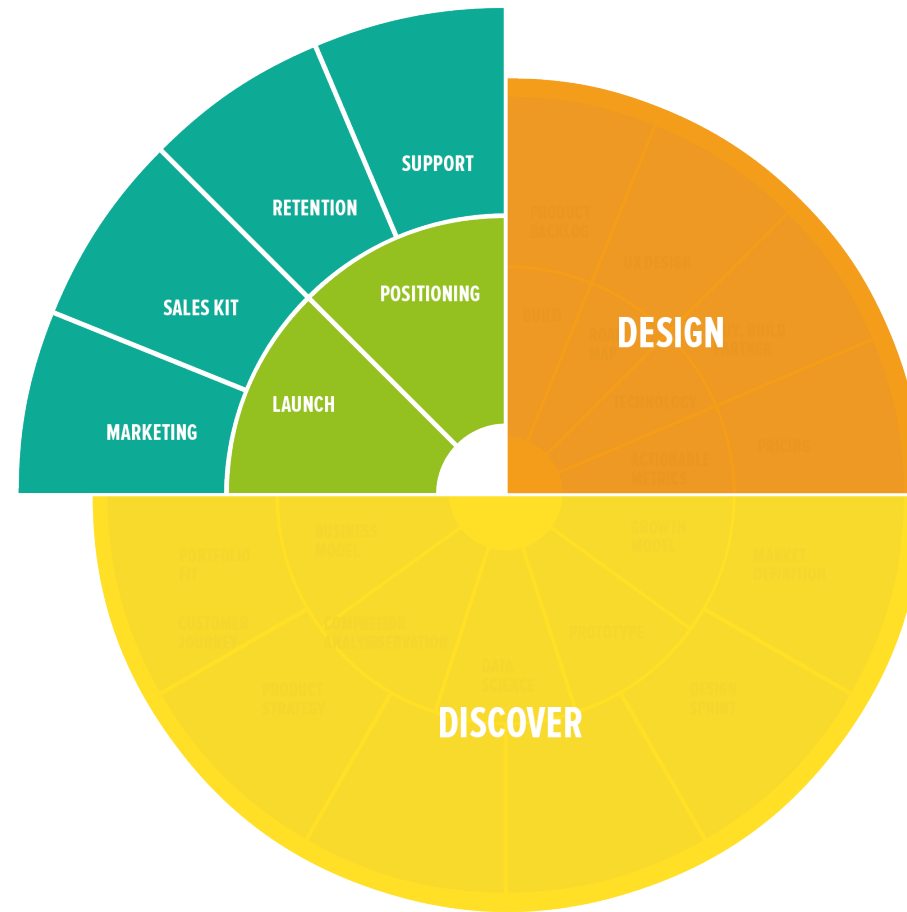
The Product Management Framework



The Product Management Framework



The Product Management Framework





The Observer

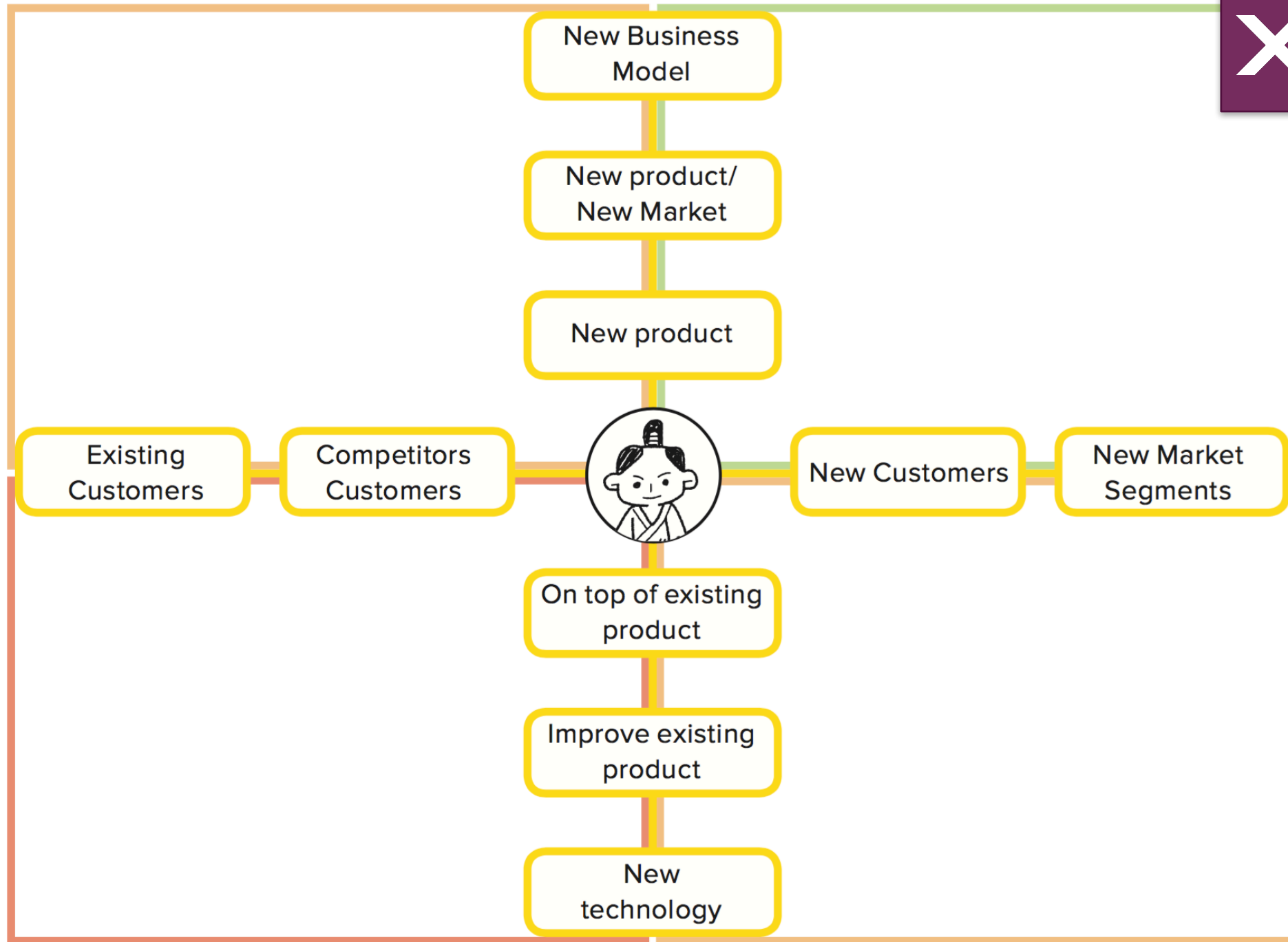
- Discuss:
 - Who does what?
 - What is the consequence?
 - What makes a better Product Manager?
 - What is your current role?
 - What would you like to do?
- Present
 - Use post-its to mark your territory
 - Explain how you handle the borders

10 min



Third Stage: The Chess Player





The Chess Player

- Discuss:
 - What does my product need to stay successful?
 - What projects am I currently running?
 - Why is that?
- Present:
 - Is there a gap?
 - If so why, or if not, why not?



10 min





Leadership Styles

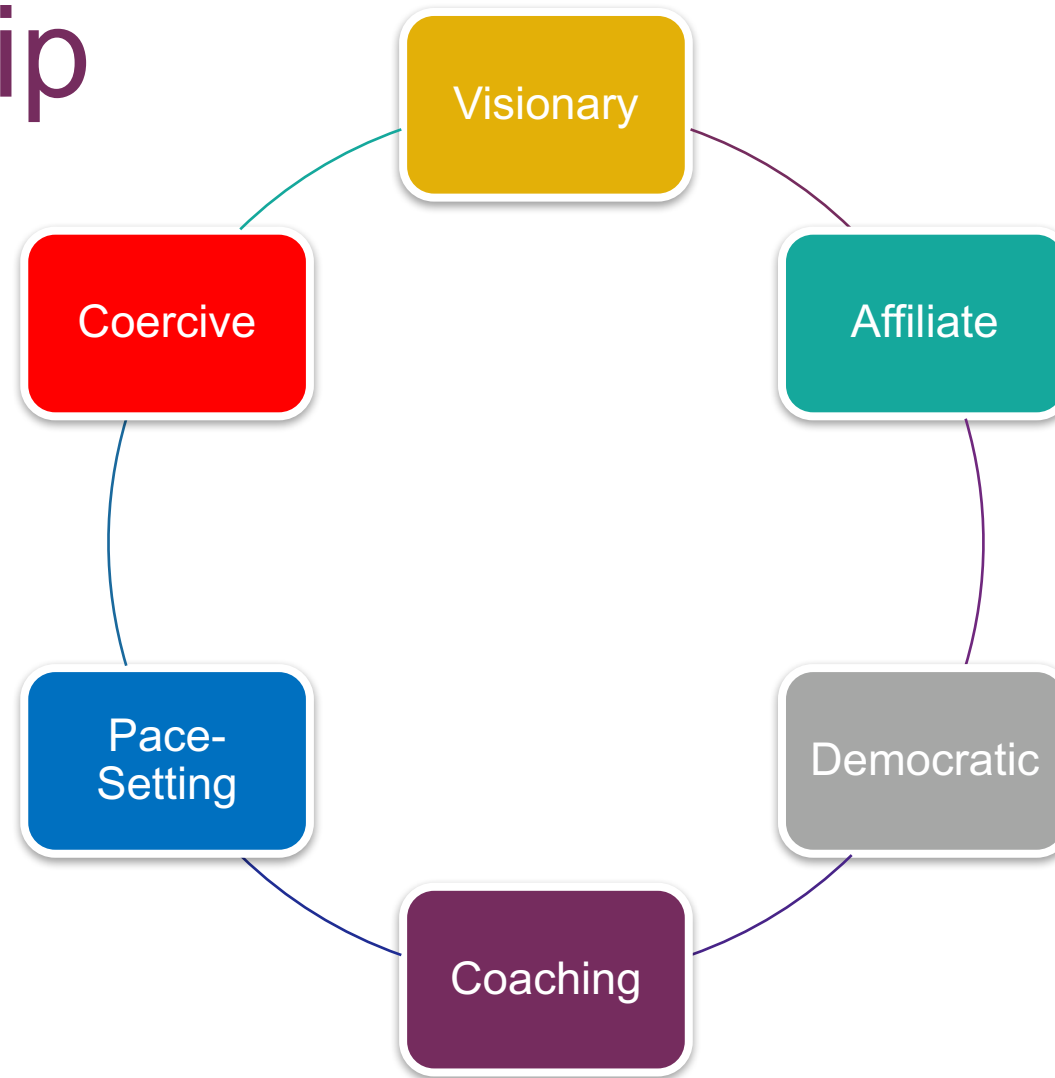
- Discuss:
 - Pick 2 scenarios you recently encountered
 - What leadership style did you use and why?
- Summarize:
 - What styles did we use?
 - Does it make sense?



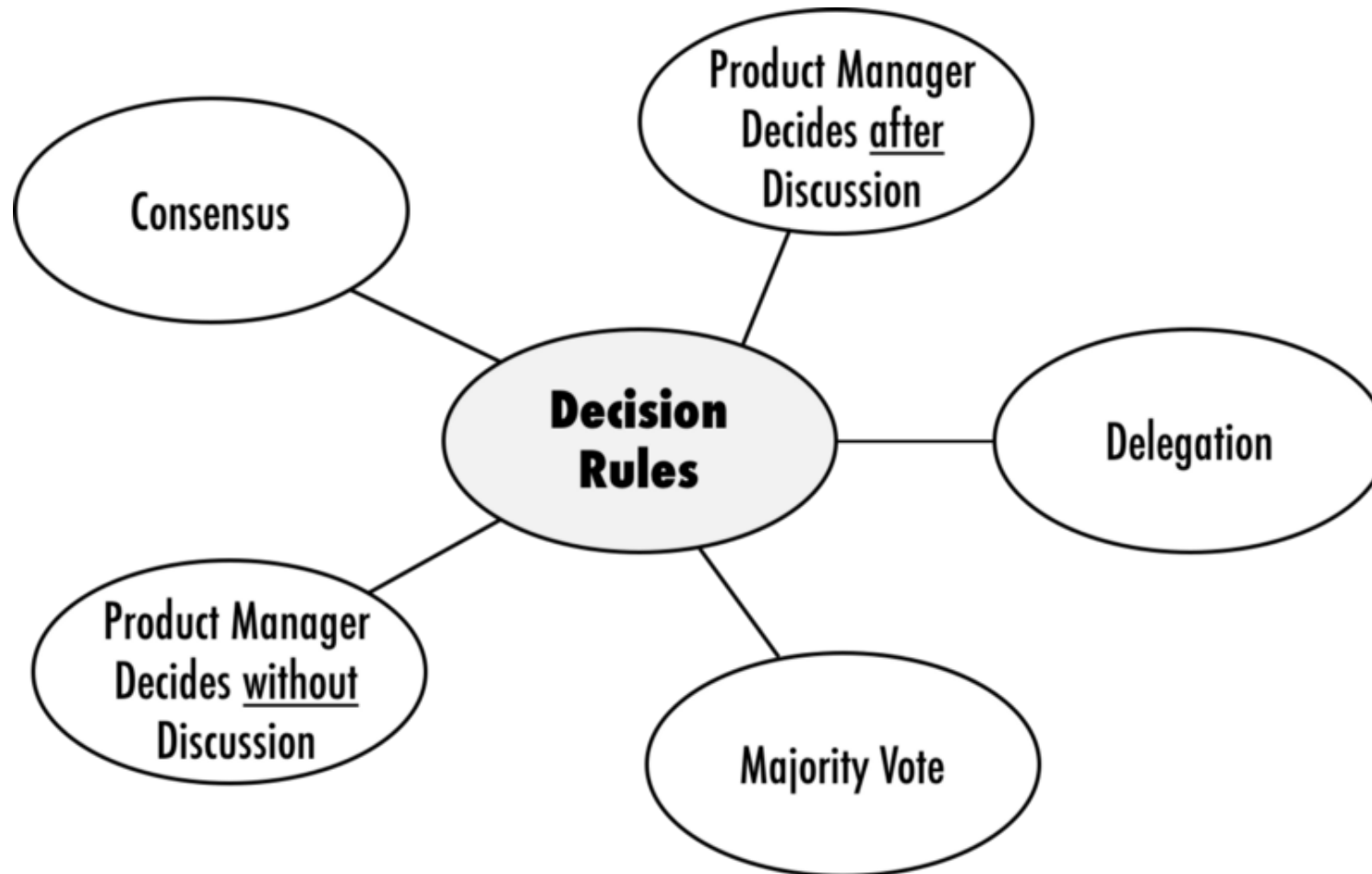
10 min



Leadership Styles



Democratic Decision Rules



The Three Evolutionary Stages Of Product Management



The 3 Levels

➤ Builders

- Transitioned to Agile way of working
- Low empowerment, efficiency metrics
- Lots of stakeholder management
- Main tasks are reactive and firefighting

➤ Observers

- Transition to BusDevOps Culture
- Empowered and takes responsibility for results
- Outside-in thinking, customer journey, BMC, Design Thinking
- Releases that make impact

The 3 Levels

➤ Chess Players

- Has a vision beyond product goal
- Applies Lean Startup principles
- Fails fast based on market insights
- Entrepreneurship on portfolio level
- Data driven decision making

➤ Seed conditions

- Context awareness
- Active involvement
- Learn by doing
- Sense-making

What does
your dojo
look like?



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