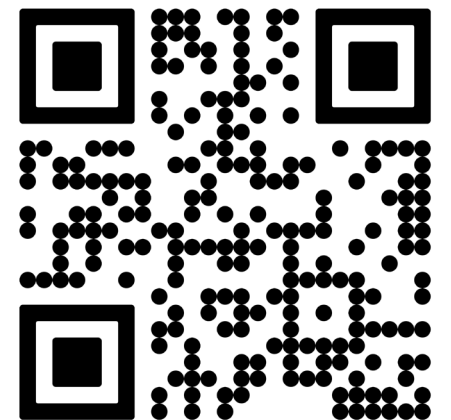


IMMUTABLE

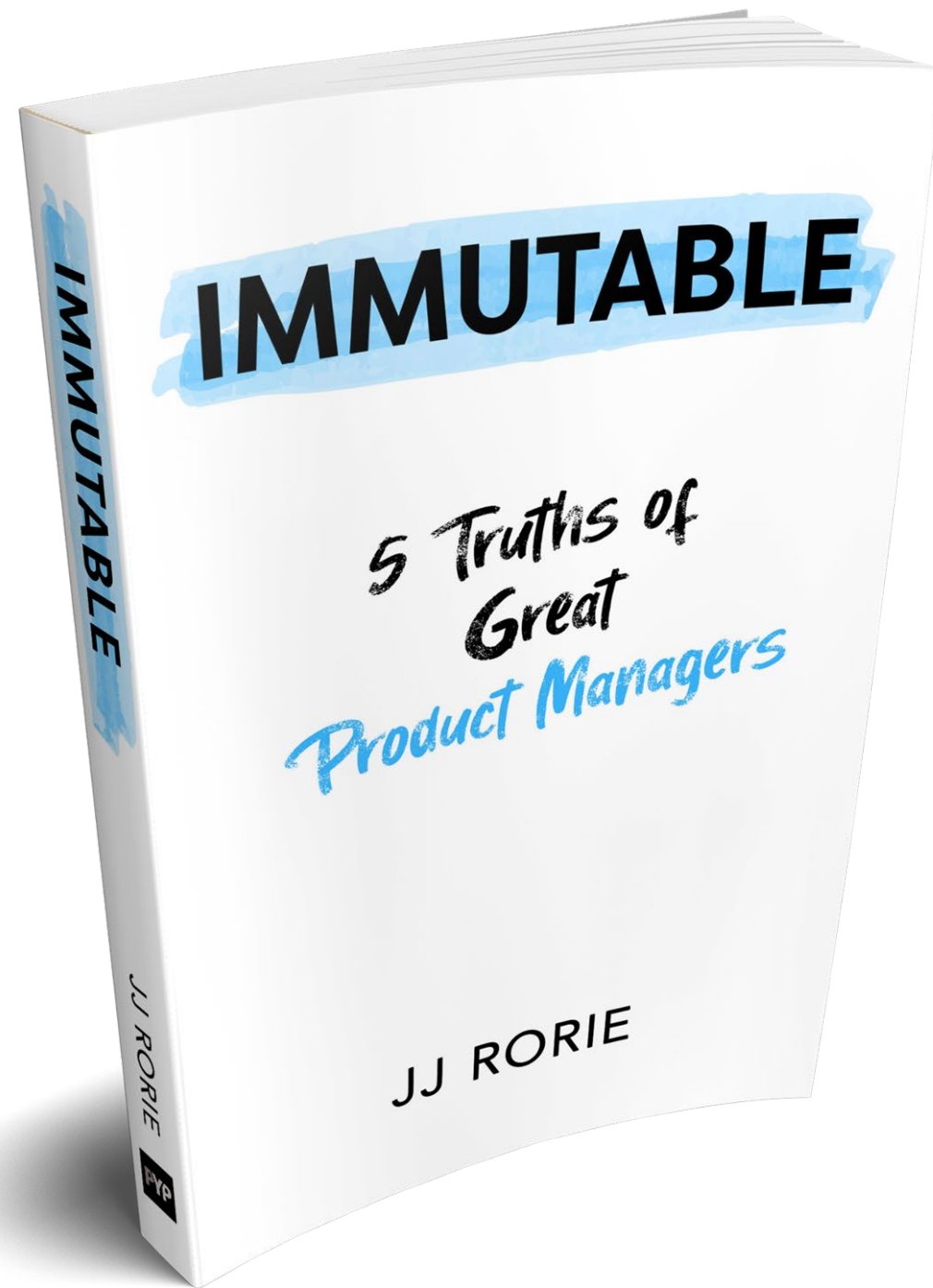
Truths of Great Product Managers

JJ Rorie

JJRorie.com/Connect



My Vision for the Book:



- Find common skills / behaviors / aptitudes in great product managers
 - *These attributes also apply to high performers / those likely to get promoted*
- Find the essence of each of those in the context of product management
- Keep it simple

GREAT PRODUCT MANAGERS...

- 1 ... have exceptional **customer intelligence** .
- 2 ... are experts at building **relationships** .
- 3 ...are master **communicators** .
- 4 ... have uncommonly good **judgment** .
- 5 ... are fanatical about **prioritizing** their time .

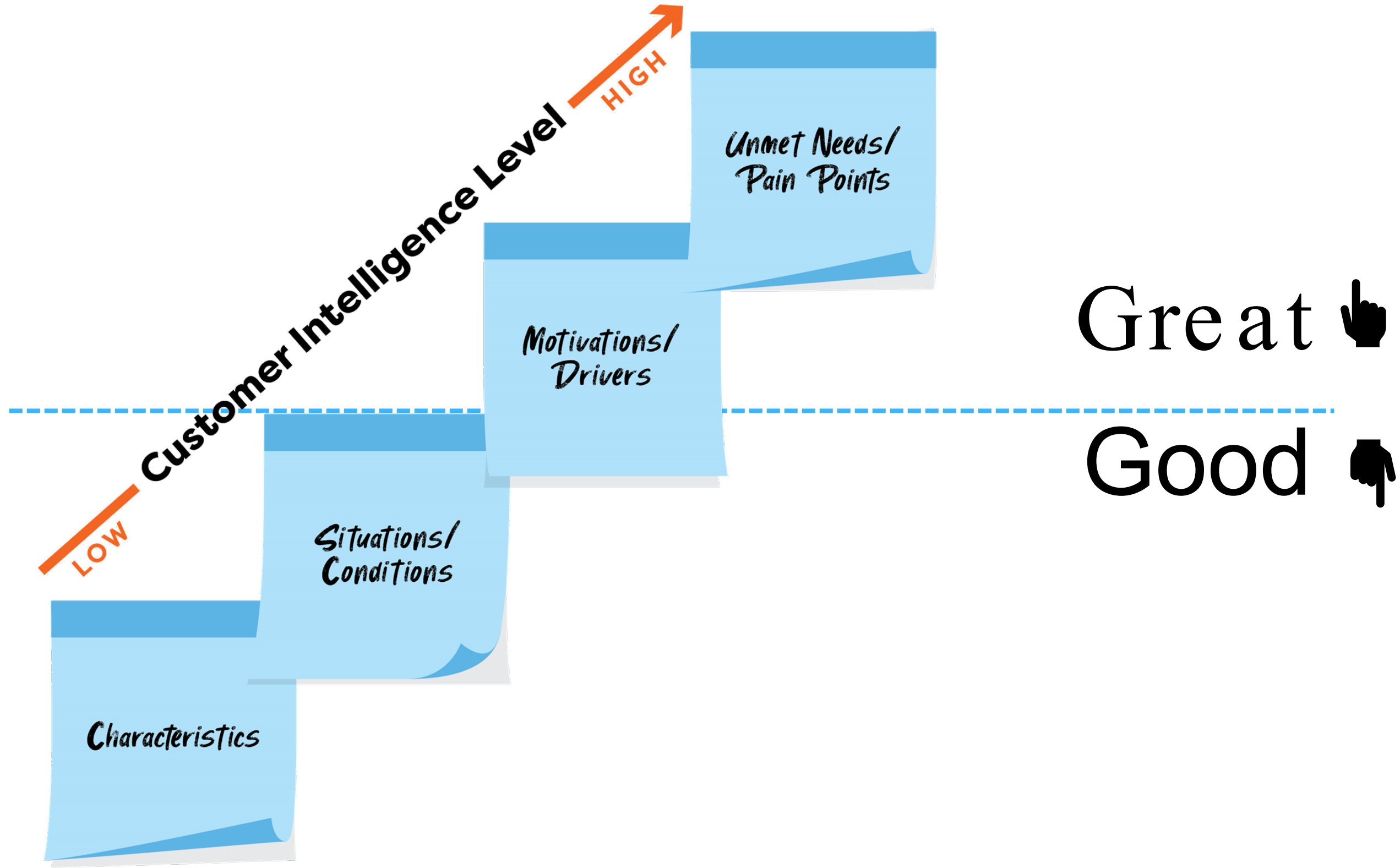
LEADERS

GREAT ~~PRODUCT MANAGERS~~...

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Customer Intelligence

Customer Intelligence ...



Relationship - Building

Confidence...



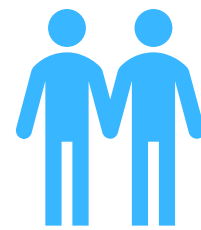
IN THE
PRODUCT
MANAGER



IN THE
PRODUCT /
VISION

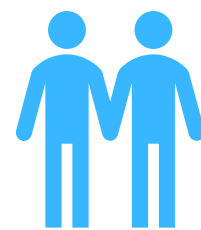
Relationships...

You cannot “process” your way
through human relationships...



Relationships...

... but you can –and should –understand
where your relationships stand today



Understand...



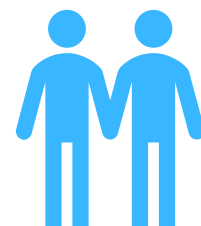
Do Your
Teammates Have
Confidence in **YOU**



Do Your Teammates
Have Confidence in
THE PRODUCT You're
Building Together

...and Act **Accordingly**

... the disposition of these elements will determine where you need to focus to improve the relationship



Communication

Good Communication...



CONNECTION



CLARITY

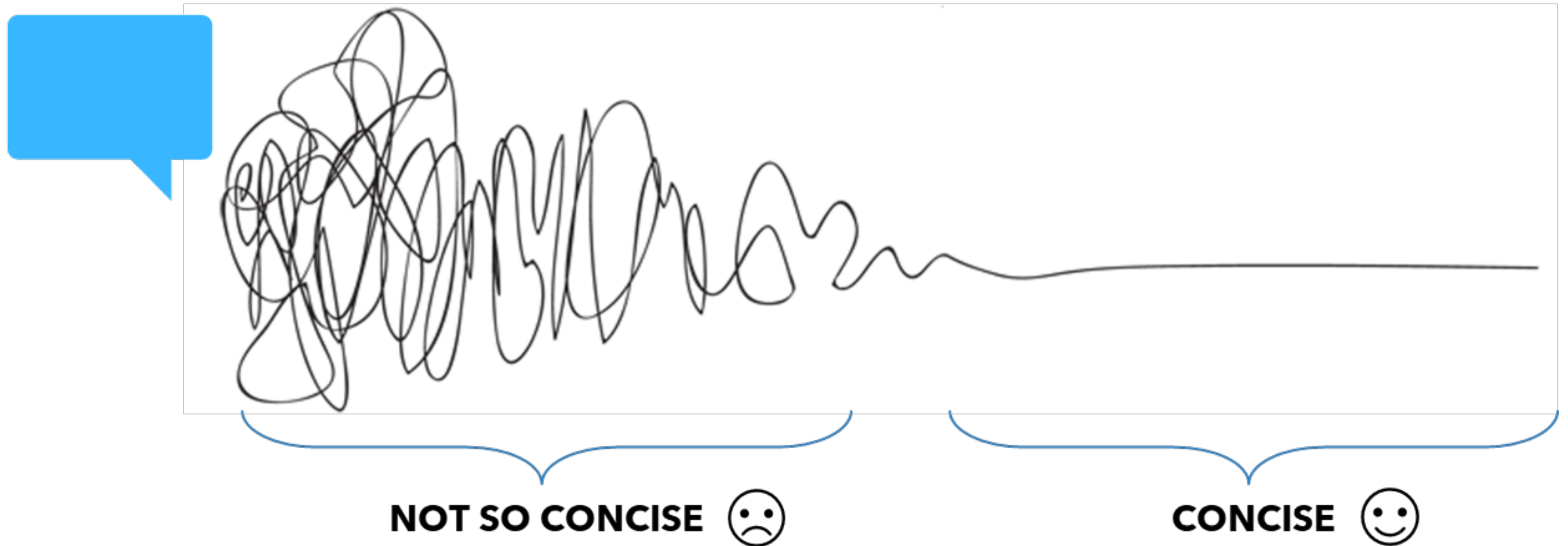
CONNECT BY ADAPTING TO YOUR AUDIENCE

Audience Point of View/Interest



Level of Detail Needed in Message

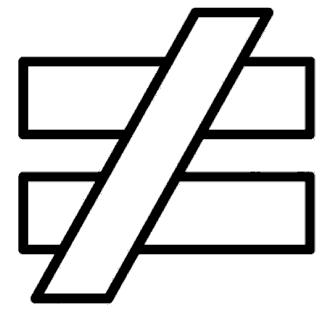
ADD CLARITY BY BEING CONCISE



Judgment & Decision -

Making

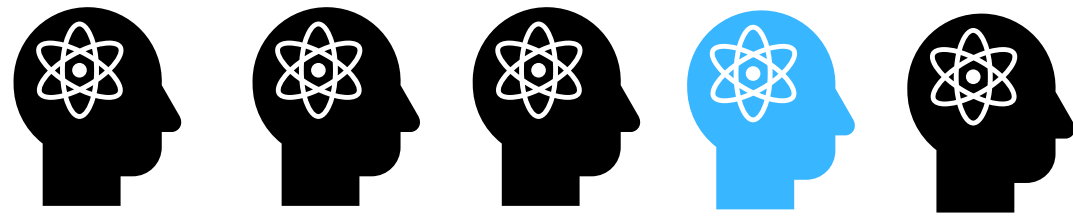
GOOD
JUDGMENT



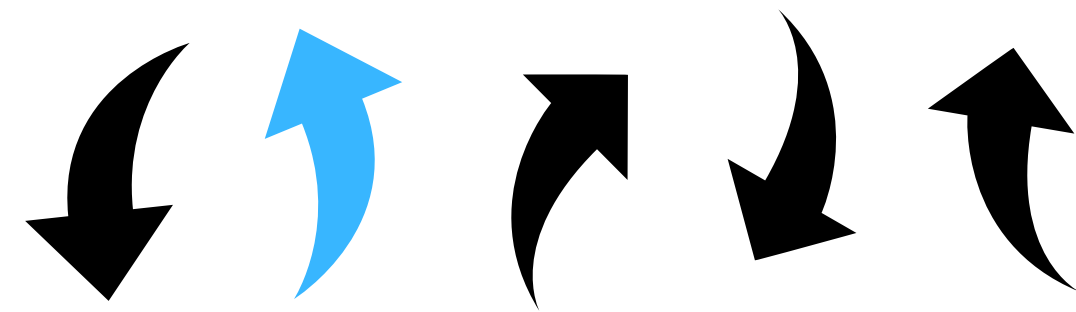
ALWAYS
GETTING IT
‘RIGHT’

In product management, there often is not a clear “right” and “wrong” answer.

FOR BETTER **JUDGMENT**...



AVOID
COGNITIVE
BIASES



BECOME
COMFORTABLE
WITH AMBIGUITY

BIASES IMPACT DECISIONS

Solution Bias

Confirmation Bias

Framing

Functional Fixedness

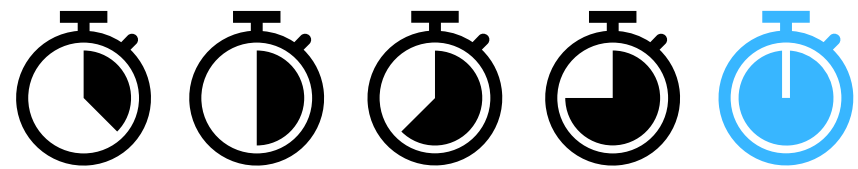
Uncertainty Avoidance

AMBIGUITY CAN PARALYZE

Great Product Managers (and great leaders) know there are **no sure bets** and no perfect data. They know they may get it wrong. But they act anyway using their **best judgment**.

Prioritization

IT STARTS WITH YOUR TIME



YO UR TIME

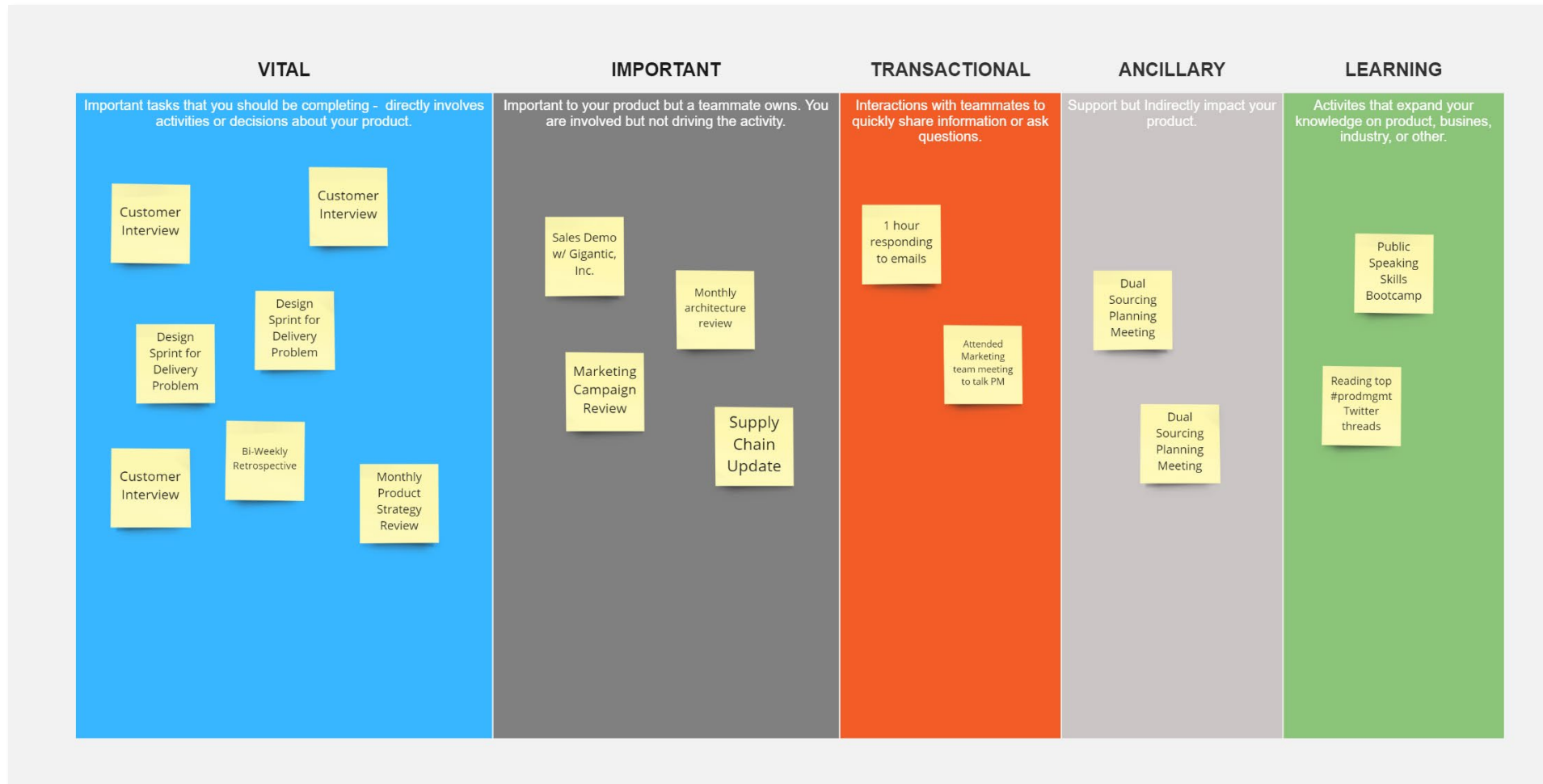


YO UR WORK

VITAL TIME MANAGEMENT



BE INTENTIONAL WITH YOUR TIME



ET	SUN 19	MON 20	TUE 21	WED 22	THU 23	FRI 24	SAT 25
7 AM							
8 AM							
9 AM		Customer Discovery 8:30am - 12pm					
10 AM				Marketing Meeting 10 - 11am	Design Sprint 10 - 11am	Product Stakeholder meeting 10am - 12pm	
11 AM			Catch up on messages 11am - 12pm	Catch up on messages 11am - 1pm	Catch up on messages 11am - 12pm		
12 PM		Dev Ops 12 - 1pm	Exec Session 12 - 1pm		LinkedIn Learning Cl 12 - 1pm	Lunch with Head of B 12 - 1pm	
1 PM			Sales call 1 - 2pm	Project Whatinthe W 1 - 2pm	Nap time 1 - 2pm		
2 PM		Project Amityville 1:30 - 2:30pm			Work on User Stories 2 - 5pm		
3 PM		Supply Chain 3 - 4pm	Release Retro 2:30 - 3:30pm	Sales call 2:30 - 3:30pm			
4 PM							
5 PM							
6 PM							

Summary & Key Takeaways

& LEADERS GREAT PRODUCT MANAGERS...

- 1 ... have exceptional **customer intelligence** .
- 2 ... are experts at building **relationships** .
- 3 ...are master **communicators** .
- 4 ... have uncommonly good **judgment** .
- 5 ... are fanatical about **prioritizing** their time .

KEY TAKEAWAY...

Build your career on the foundation of these
immutable truths

Customer
Intelligence

Relationship
Building

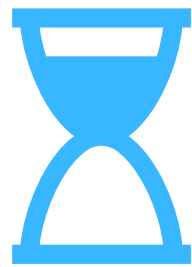
Communication

Good
Judgment

Prioritization

REMEMBER...

It's a journey... keep
learning and growing



Be persistent but give
yourself grace



Thank you!

JJRorie.com/Connect

