

Communication Tricks

for product managers



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I've helped launch and grow over 50 apps in the past 5 years

Vaporware

<https://www.vaporwa.re>

We turn ideas into reality with custom software, super quick

Why

Start with Why

Why does communication matter to a PM?

Everyone is a Client

As a Product Manager, everyone is your customer. Speak to them professionally, calmly, and with confidence (but no authority).

10x Thinking

Ideate

Prioritize

Discover

Build

Review

Think Big when coming up with ideas
Google
What will 10x revenue
How can we be 10x more productive
3 horizons model, this is horizon #2

Anyone can contribute

Ideate

Prioritize

Discover

Build

Review

Great contributors can come from anywhere
Anyone can Cook from Ratatouille

Diverge & Converge

Ideate

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Discover

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Double Diamond Design Process
Product Design Sprint
Planning Poker in Development

“Not Now

Ideate

Prioritize

Discover

Build

Review

Back Burner
Icebox
Don't say “no”

Half and Toss

Ideate

Prioritize

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Working with startups

DefineMyMVP.com

Cut the problem in half, it helps focus

what 1 thing can we do that makes everything else easier or more effective

5 Whys

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Root cause analysis is often 5 layers away

Can we apply them to things that go well, to learn from our wins?

“How Might We

Ideate

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Builds trust (“We”) and dialogue (“Might”)

Working towards the same goals

Asking questions is the shortest way to bridge the change gap (Satir Change Process Model)

You’ll be surprised the commitment you can get from this

“Would you...

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The best way to delegate something
Gives the option for ownership
Gives the out if it's misplaced

Don't be "sorry"

Stop apologizing
Thank them for their patience
Stay positive in communication
focus on the good, even if silver lining

Crucial Conversations

How to communicate when the stakes are high
<http://www.peace.ca/crucialconversations.pdf>

Shared Meaning
Stay Focused
Make it Safe

Listen

Listening is more important than talking
Understand someone else's perspective, empathetic listening
I have no personal opinion
Two ears, one mouth
I want to hear your communication tricks

Next Steps

Bring closure to discussions

Everyone should know where things stand, and what's next

Always Be Closing from sales

I challenge you to use one of these tips this week, and email me about it

Thanks

5 Languages of Appreciation in the Workplace
Show sincere gratitude and appreciation
Recognize and uplift greatness