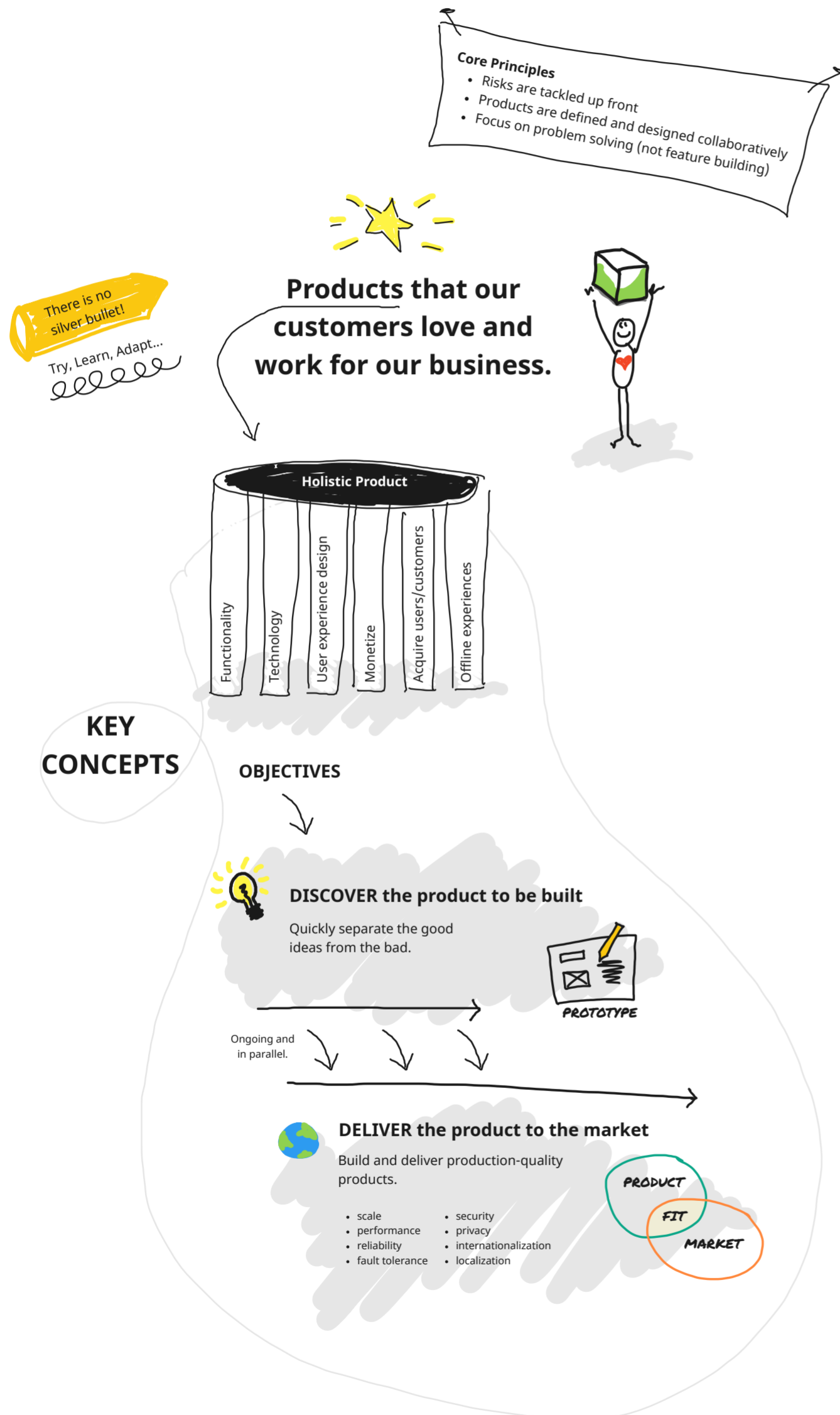


INSPIRED: Key Insights from Marty Cagan's Book

How to be an excellent product manager and run a modern, strong product organisations.



PRODUCT TEAM



Autonomous cross-functional dedicated team

A team of highly skilled missionaries, who owns the delivering on clear objectives and are accountable for the outcomes. Minimised dependencies to other teams.



KEY ROLES

Product manager

Leads the product team to combine technology and design to solve real customer problems in a way that meet the needs of the business.



Deep knowledge of:

- your customer
- the data
- your business and stakeholders
- your market and industry

The engineers

Engineers are smart and often skeptical by nature, so if you're bluffing, they likely won't be fooled.

Bringing a strong point of view is fine as long as you demonstrate that you're open minded, listen and want their help in coming up with the right product.



PRODUCT CULTURE

- Continuous and rapid testing and learning
- You learn from mistakes
- Make mistakes quickly to mitigate the risks
- Continuous innovation
- True collaboration
- Respect and value each other
- A motivated product team = power

TEAM SCOPE

The scope of work to be done per team:

- the complete product
- type of user
- type of device
- by workflow
- by customer journey
- based on the architecture

There is no perfect way to carve up the pie.



Product designer

Continuously collaborate with product managers and engineers - from discovery to delivery and are measured on the success of the product.



UX includes all the touch points and interactions a customers has with your company and product over time as well as offline services.

Other supporting roles

Such as product marketing manager, test automation engineers, user research, data analyst, delivery manager...

You might not have any of these supporting roles and if you do they are typically assigned to a number of product teams.