Lost In A Loop Of Chaos - What **NOT** to do in Product Management

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In a nutshell – Don’t get lost in a loop of chaos!

“There is nothing so useless as doing efficiently that which should not be done at all.”

- Peter Drucker

By providing real life case problems with concrete solutions that could be adopted

These examples apply for customer and multi vendor environment with globally distributed ART
Product management is art!

Learning the art of getting things done in a complex environment with different expertise onboard
Don’t be unrealistic

Problems
› Over commitment
› Big releases
› Working harder and harder
› Agile doesn’t fit for our context
› Unclear scope
› Not understanding the complexities

Solutions
✓ Be organized to avoid rush
✓ Actively find what agility is at our context
✓ Evaluate releasing options constantly
✓ Perform a root cause analysis
✓ Create the awareness of the complexity to the stakeholders
Lack of visualization

Problems
› Unable to depict the details while building complex systems
› No understanding of the dependencies or sequence of the work
› Tasks in WIP without any prioritization

Solutions
✔ Have a birds-eye view
   – We need vision, roadmaps, concept, prototype and process views
✔ Visualize the information around the ART by building paper walls
✔ Be a pioneer
   – Think actively what and how to visualize and prioritize
Lack of communication & collaboration

Problems
› No official language in use
› Gap in common understanding between business and technology
› Starting live with the impediments
› Who makes the decisions? Who needs to be informed?

Solutions
☑️ We are one Product Management team!
☑️ “Positive escalations” for good outcomes
☑️ Visualize your decision points to see what to decentralize
☑️ Official language in use
☑️ PM CoP and knowledge clubs
Lack of understanding your own role

Problems
› Unclear roles and responsibilities leading two roles to do the same work
› No visibility on the sequence of the work and artifacts
› Having a closed mindset

Solutions
☑ PM/PO course pays back!
☑ Visualize development value stream
☑ Be a team player but focus on your own responsibilities
☑ Don’t forget ”Planets Around Us”
Practical tips to not being lost in a loop of chaos!

Get Trained
Be ready to learn more and more of agile Product Management

Organize and maintain your Product Management agile way of working to save time for the product work itself

Involve Agile Coach
Find together what agility is at your Product Management context

Define development value stream to understand your Product Management roles better

Power Of Visualization
Have paper walls in use to build collaboration

Ground Work
Provide a “big picture” of your product to the ART to ensure a good common understanding

Build Collaboration & Trust
It gives power to solve impediments

Prioritization Is The Key
You are not able to do all at once anyway

Find the excellence of root cause analysis

Modeling gives the direction and clarifies what need to be build
Thank you!
Contact us to continue the conversation.

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