

THE LOST ART

Product Manager defines WHAT.

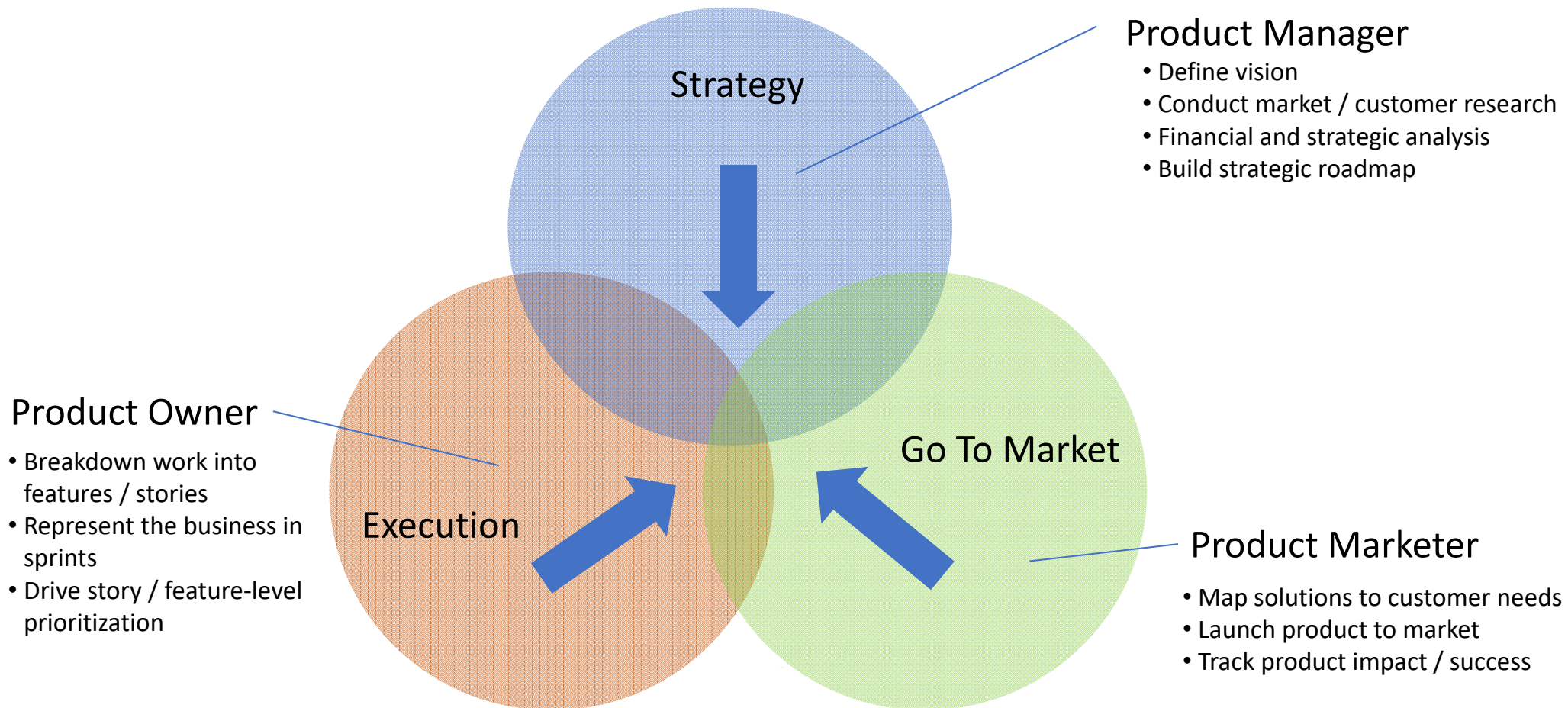
Development says HOW.

What about WHY?

The core of Product Management is DEFINING THE PROBLEM STATEMENT

Is this a LOST ART?

PRODUCT MANAGEMENT TRIAD

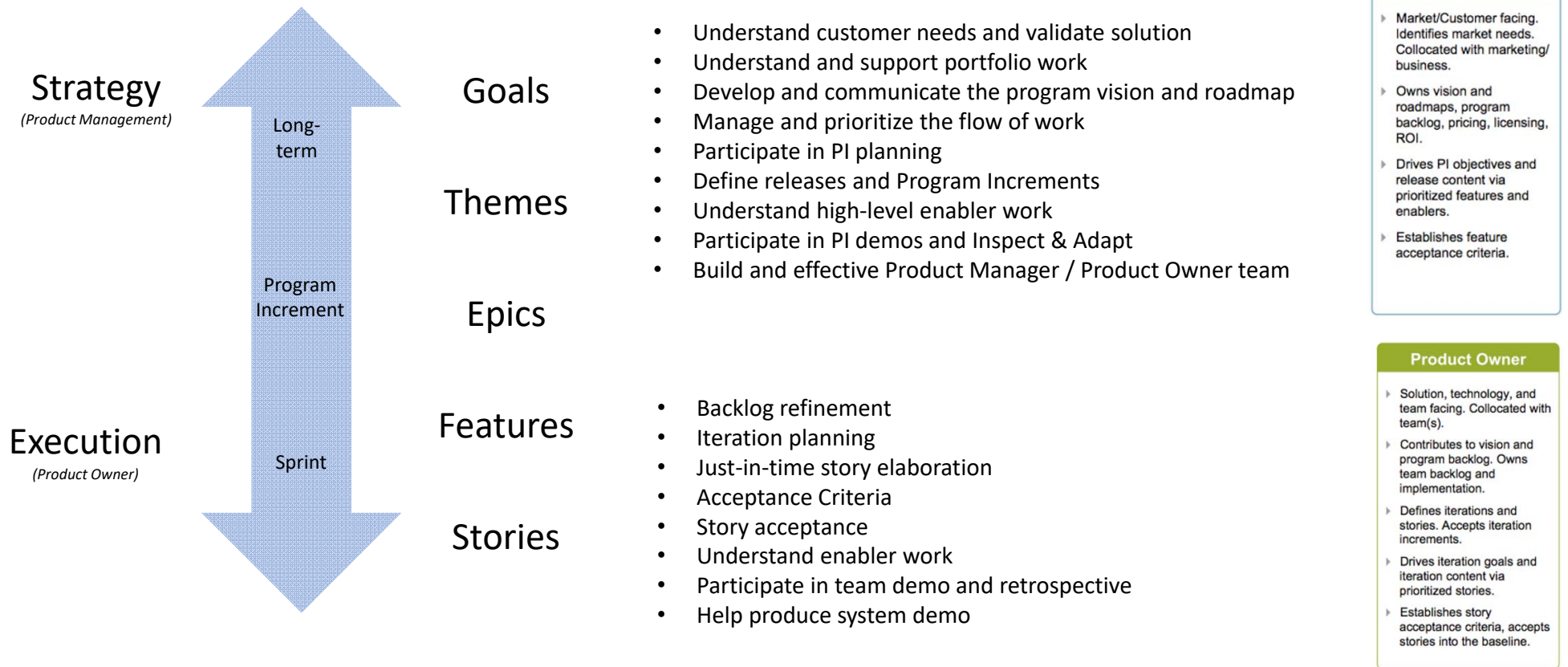


KEY CONVERSATION TOPICS

- “Project” vs. “Product” approach
- Strategic vs. Tactical responsibilities
- Who is responsible for talking to the ‘customer’?
- “Traditional” vs. “Agile” Product Management
- Product Management in SAFe...how engaged are you?

PRODUCT MANAGEMENT & SAFe

Product Manager and Product Owner



In many organizations, the Product Manager IS the Product Owner and these two roles are combined