

16-Aug-18 - Product Start Wgth. + 18:30 chat with Zheng Li

⊗ "Product" tends to be close to customers.

⊗ took a data driven, multi-disciplinary team to nail ad design. had support of the data, and getting results/data back in a good cadence.

⊗ Turning weaknesses into strengths. > Differentiators.
↳ an subject of credibility.

⊗ people want to work with people they like/trust.

⊗ followed passion. It (career) looked like a plan, but only in retrospect.

⊗ product management as a selling tool. understanding problem ^{not product.} from all angles.
↳ 1:1 level connection, creating opportunities through PM.

⊗ Leadership: aligning purpose > team/people & Business.

⊗ PM Role: more people based than tech based (tech product).

⊗ item's on roadmap should be based on Data > ~~what~~ evidence of what is wanted. And based on rate of

Delivery capacity.



Agile means to work

① Scope/features.

② Time > Readup, coordination with marketing, etc.

⊗ Took time to address debt (tech, marketing, etc).
Seemed to also involve a bit of "spirit goals"
to it. This initiative runs once a year (maybe)
initiative. began with putting all debt into Jira.

⊗ push back, if requests unreasonable.

⊗ persuasion — speak to the audience in their language
— Back it up with Data > quant / qual.

⊗ also on Career path (Design Thinking
Venn diagram)
↳ pick your strength ↑ and start with that.

IO PRODUCT