

What makes a good Product Manager: A development perspective

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Agenda

- Focus and the context: Developers vs Product Managers
- Language Barrier: The Translation
- Understanding your team
- Where is Development Team??
- Communicating the Agenda
- Working with you Dev Team

Where is the focus?

Engineering

Development

Create,
Innovate,
Refine/Re-architect,
Make it easy
Reusable

Technology

Customer/Market

Product Management

Customer Value
Product leadership
Product Simplification
Increase Revenue
Reduced “cost”

Business

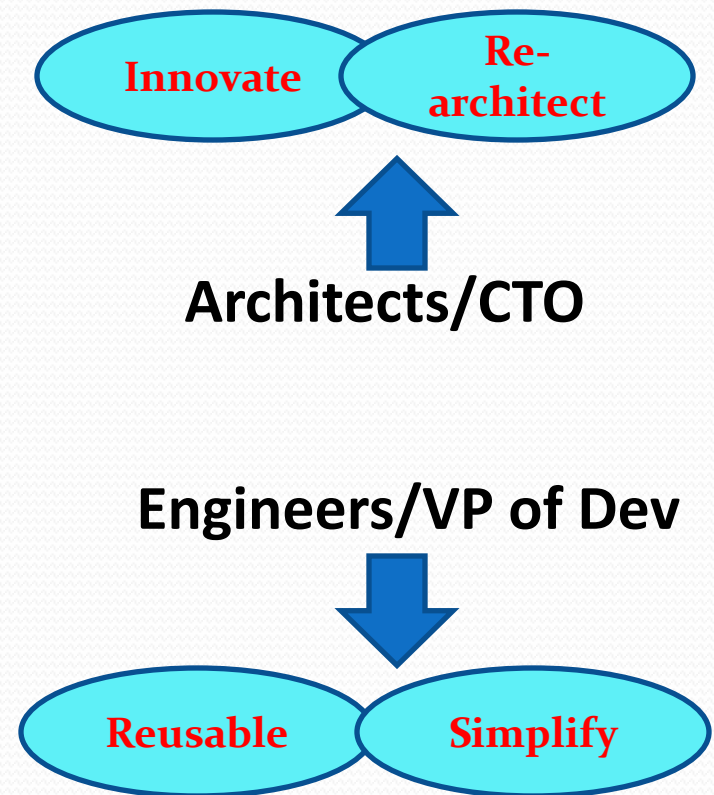


The Language Barrier

Create	<=>	Add Value, Increase Revenue
Innovate	<=>	Leadership, Add/New Value
Re-architect	<=>	Reduce cost (Direct)
Cool	<=>	Simplify and Reduce Cost (Indirect)

Getting to know your Dev Team

- **Innovators**
 - Comes up with new concepts
- **Designers**
 - Formulates an implementation
- **Developers**
 - Engineers the product
- **Maintainers/Supporters**
 - Extends /Patches the product



Where is your Dev Team??

- **Under Product Development??**
- **The hidden Dev teams**
 - Test/Certification
 - Support
 - Channel Partners
 - Customers

Identify the “Main” drivers

- **Customer**

- “Does dev knows me/my needs”
- “Innovate with me”
- “Help me/Simply stuff”

- **Business**

- “Revenue Growth/Diversity”
- “Strategic Play”

- **Competition**

- “The Leader”
- “The Responder”

Communicating the Product Agenda

What do we want to achieve with our next release

- Value
- Leadership
- Revenue
- Profitability
- Competitive Differentiation

Agreeing on the Goal!!!



Working with your Team

- **Co-Leadership**
- **Advocate**
- **Engage**
- **Educate**
- **Lead from behind**



Q & A

Contacting me

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