

1

Influencing Is Easiest When Others Are Part of the Decision

Turn a great team into a highly effective team by including your development teams and other teams early in the discovery phase to build unity in purpose and collective ownership.

Using a proven, collaborative product discovery and delivery process that involves your team will result in a higher quality product that achieves product market fit.

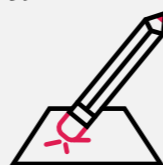


2

Don't Be so Quick to Change the Plan—Make Sure the Trade-Offs are Clear

We're often too reactive and eager to pivot, or sometimes we say "no" too quickly. One valuable technique is to discuss the plan with the requester directly before making a yes or no decision. This will help you get buy-in from the requester and make them feel part of the strategy.

Too many times, we think that everyone knows the trade-offs. Take the opportunity to influence by sharing the strategy.



3

Prioritize Downtime for Yourself

Be protective of your personal time and only commit to activities and events that you want to attend. When spending time with friends and family, avoid distractions and be present!

Our personal lives can often be as busy as our work lives - be sure to take time out for you!



6

Think Strategically While Acting Tactically

Strong product teams think strategically while acting tactically. Use data and challenge your team to instrument the product with analytics that will allow you to make data driven product decisions later.

Make sure discovery blends strategy and tactics and you'll end up with better product understanding across your team.

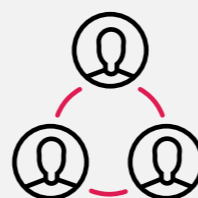


5

Build a Strong Team

Product Managers need to manage through influence. Relationship building is one of the best ways that you can build trust and rapport with your team.

Find out what motivates your team members and get to know them on a more personal level. When you have a personal relationship with the members of your team, it will increase engagement and productivity.



4

Prioritize Downtime for the Benefit of Your Employer

We spend so many of our waking hours preoccupied with work. This overactivity doesn't allow our brains the time to subconsciously solve the complexities we face everyday.

Stay motivated, enthusiastic, and dedicated by stepping away and prioritizing time for yourself. Block out time away from your desk on your calendar every day and take a short walk or bike ride to clear your head.



7

Influence by "Walking" Around

There's nothing more important in your role than talking to people. You should be finding a way to talk to everyone: from engineering, to sales, marketing, finance, and even tech support. And don't forget the people on the UX team! They often have a lot of customer contact. If you can build strong relationships with them, you'll be in front of the user more.

Learning to influence without authority will serve you for your entire career. Understanding the worlds and perspectives of the other teams in your company, will make for a better product and customer experience.

This can even be done virtually by setting reminders for yourself to connect with people at regular intervals, like Friday afternoons, for example. Be respectful of their time and understand if they don't have time to chat. More often than not, they'll appreciate that you connected with them.

