

# What Separates Great Product Managers from Good Ones?

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## Key Comments Captured From the Open Discussion

Effective communicator, able to adapt messages to the audience

Passion, enthusiasm, charisma, gravitas

Sagacity

Strategic focus

Effectively compensates for personal or professional weaknesses by rounding out the team

Diplomacy, knows when to push and when to pull

Reading corporate culture

Thinks of the company first, operates beyond personal ego

Is able to deal with ambiguity

Deep level of customer empathy

Synthesis

Understands the value the customer receives

Knows the real problem to solve

Visionary new problem

Risk mitigation, able to adjust plans to alternate directions

Extraordinary courage

Consistently delivers

Learns from mistakes

Persuade executives / collaborate

Contextual inquiry

Say "NO" eloquently

Knowing when to quit

Understands the whole product

Takes a macro view of the market

Understands when, why and how to use different research tools

Holistic view, cross-functional understanding

Influence without authority

Demonstrates initiative, drive, self-direction

## Barriers to Being a Great Product Manager

Getting lost in the weeds

Having the wrong culture

Under-resourced, spread too thin

Constant fire-fighting

Become order takers

Confusion about roles and responsibilities

Churn, lack of tenure

Thanks to Chris Heydemann for being our scribe

Thanks to everyone who attended and contributed to our discussion