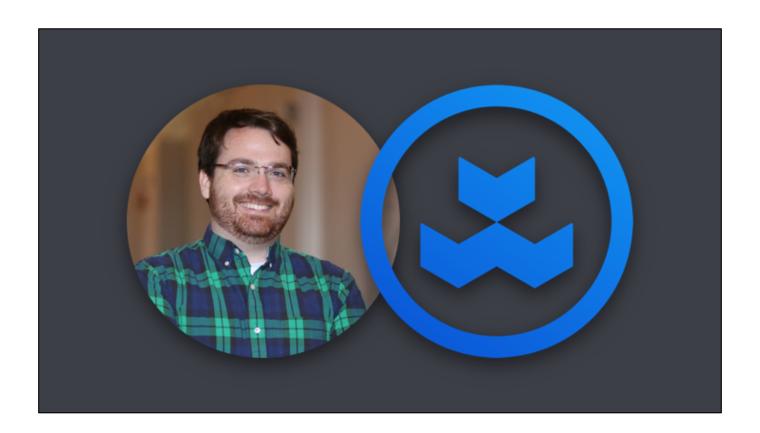
Communication Tricks

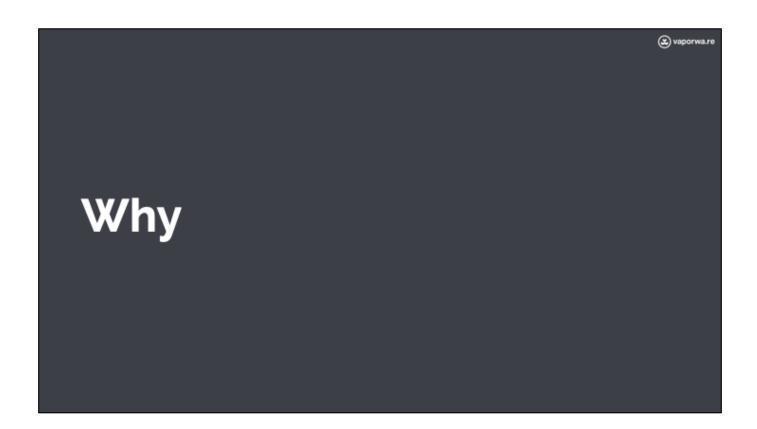
for product managers



Dan Moore @toobulkeh I've helped launch and grow over 50 apps in the past 5 years

Vaporware

https://www.vaporwa.re
We turn ideas into reality with custom software, super quick



Start with Why Why does communication matter to a PM?



Everyone is a Client

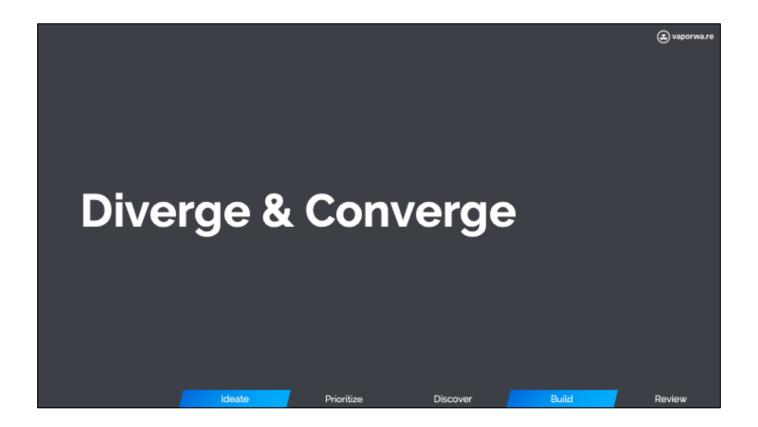
As a Product Manager, everyone is your customer. Speak to them professionally, calmly, and with confidence (but no authority).



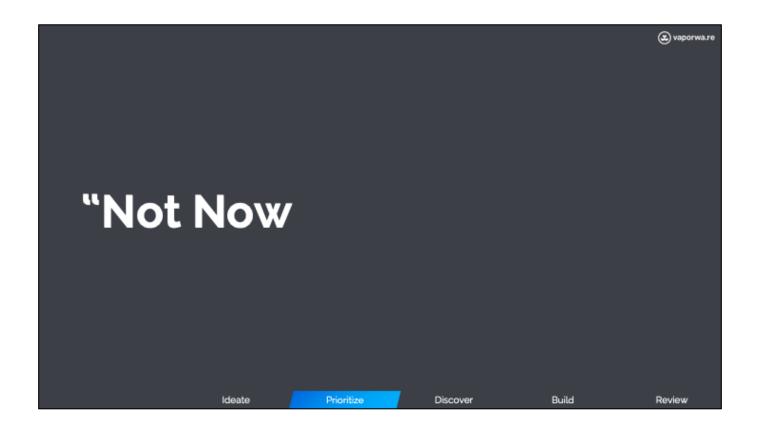
Think Big when coming up with ideas Google
What will 10x revenue
How can we be 10x more productive
3 horizons model, this is horizon #2



Great contributors can come from anywhere Anyone can Cook from Ratatouille



Double Diamond Design Process Product Design Sprint Planning Poker in Development

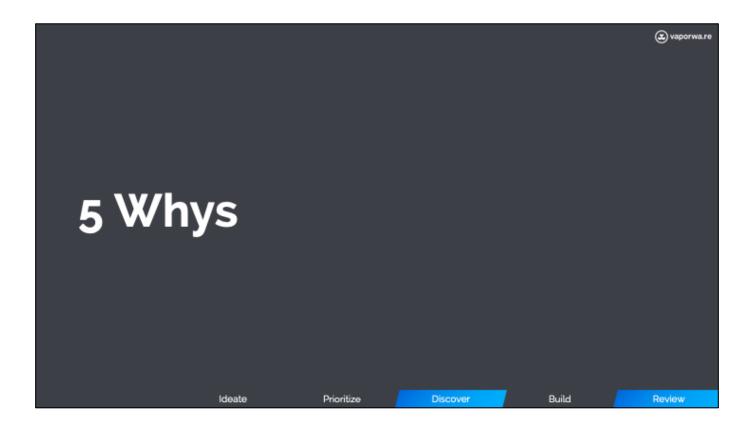


Back Burner Icebox Don't say "no"



Working with startups
DefineMyMVP.com
Cut the problem in half, it helps focus

what 1 thing can we do that makes everything else easier or more effective



Root cause analysis is often 5 layers away

Can we apply them to things that go well, to learn from our wins?

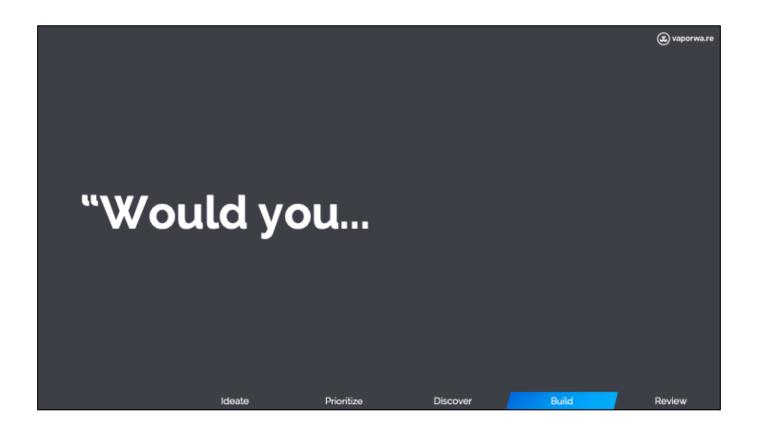


Builds trust ("We") and dialogue ("Might")

Working towards the same goals

Asking questions is the shortest way to bridge the change gap (Satir Change Process Model)

You'll be surprised the commitment you can get from this



The best way to delegate something Gives the option for ownership Gives the out if it's misplaced



Don't be "sorry"

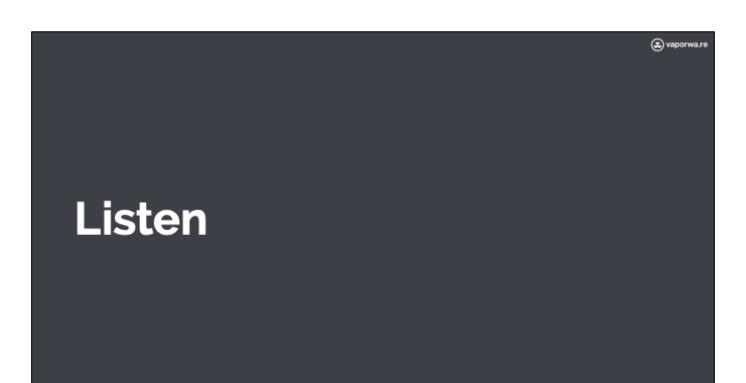
Stop apologizing
Thank them for their patience
Stay positive in communication
focus on the good, even if silver lining



Crucial Conversations

How to communicate when the stakes are high http://www.peace.ca/crucialconversations.pdf

Shared Meaning Stay Focused Make it Safe

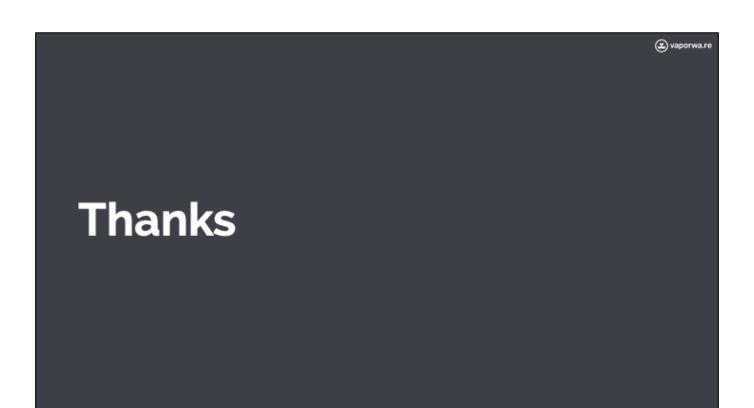


Listening is more important than talking
Understand someone else's perspective, empathetic listening
I have no personal opinion
Two ears, one mouth
I want to hear your communication tricks



Next Steps

Bring closure to discussions
Everyone should know where things stand, and what's next
Always Be Closing from sales
I challenge you to use one of these tips this week, and email me about it



5 Languages of Appreciation in the Workplace Show sincere gratitude and appreciation Recognize and uplift greatness