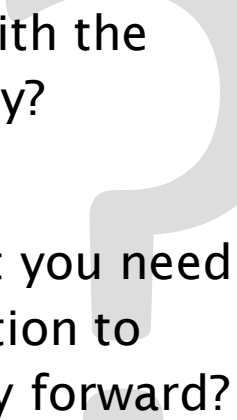
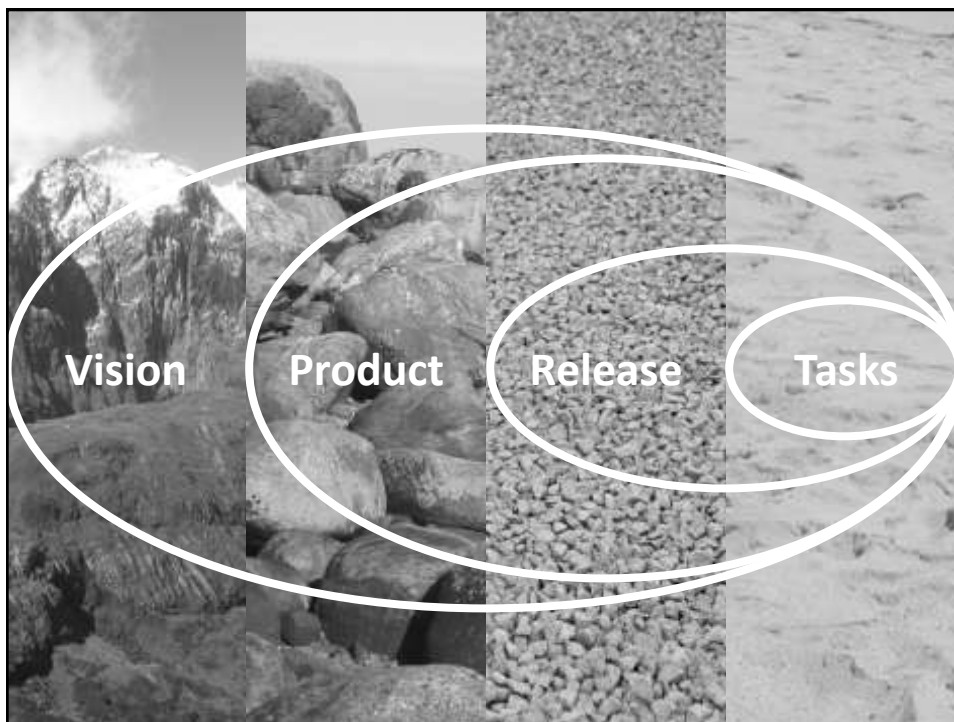
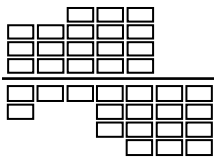


- 
1. Are you familiar with the company's strategy?
  2. Do you know what you need to do in your position to move the company forward?





The work being done is the  
**de facto strategy**.  
Is it connected  
to the vision?

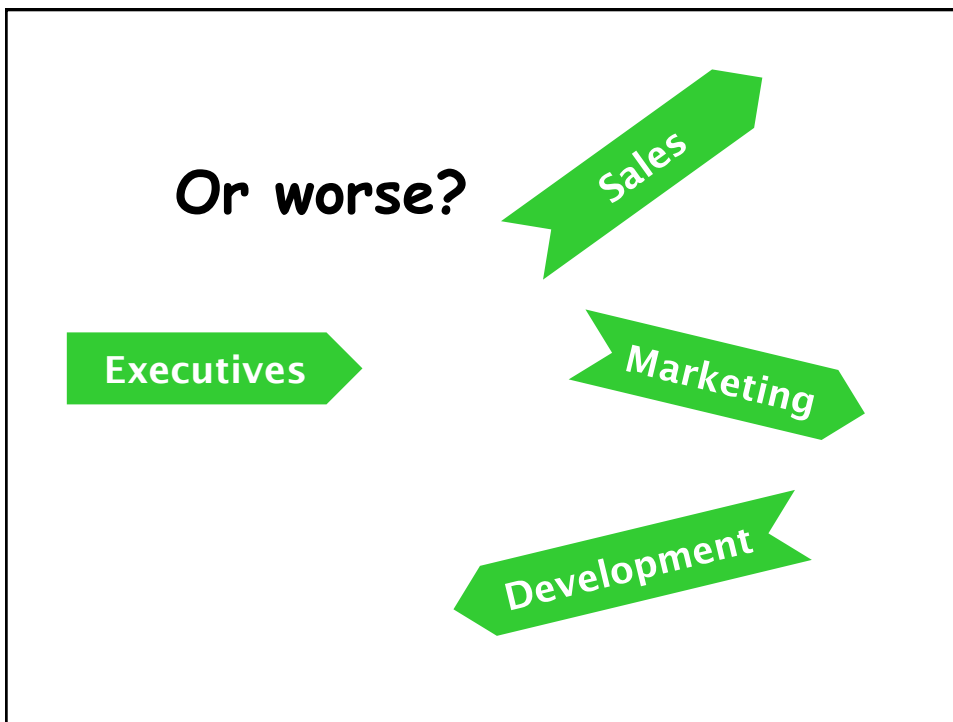
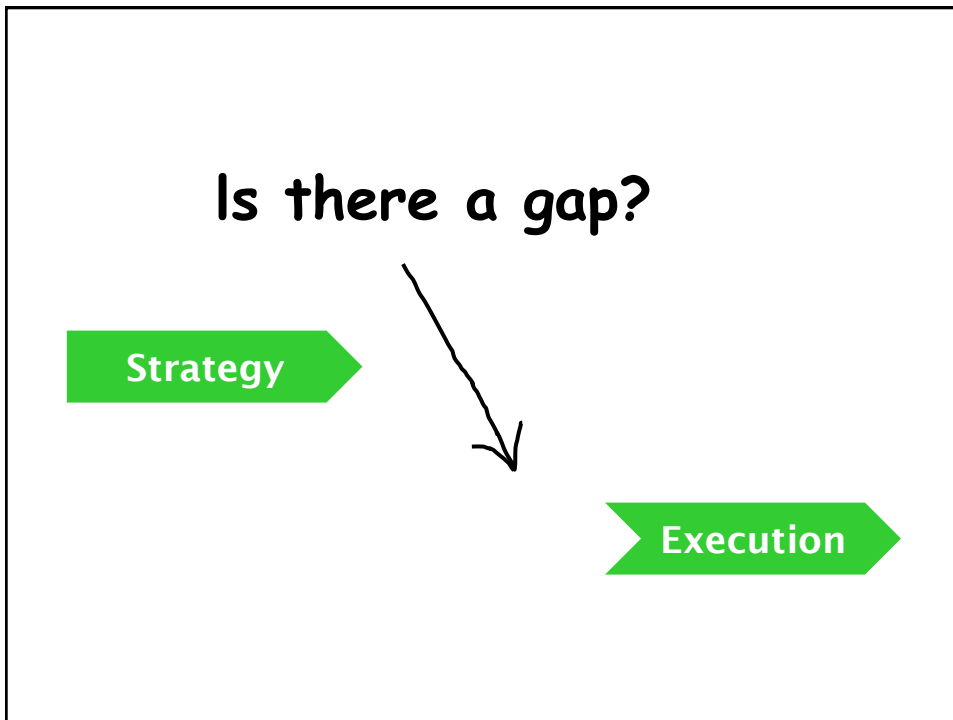
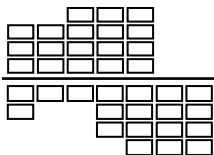
“

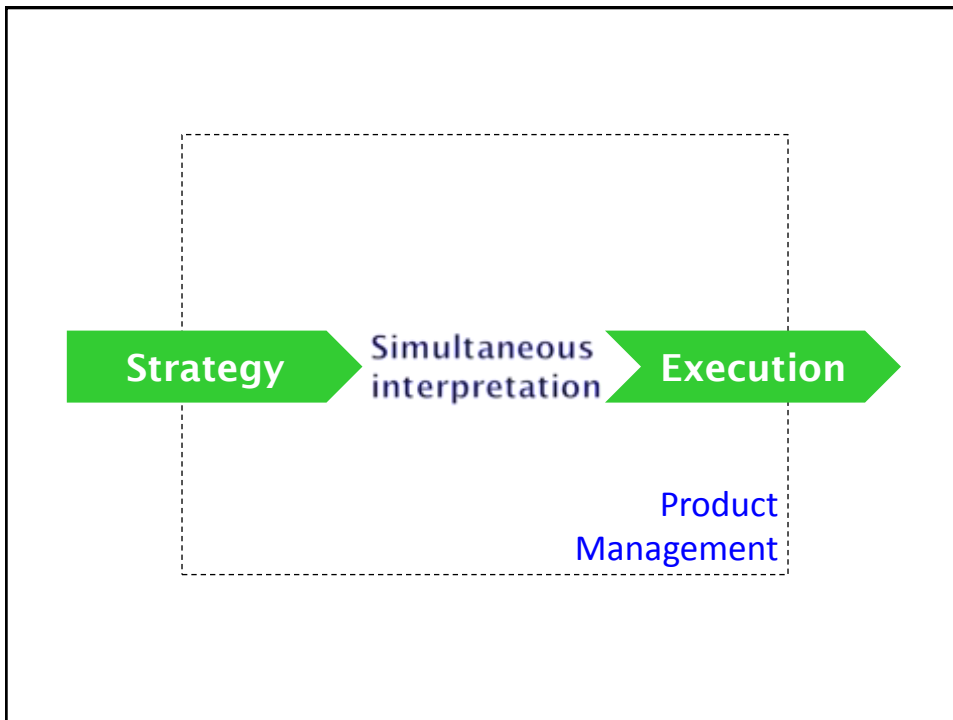
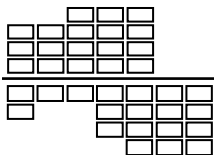
If we have a good quarter it's  
because of the work we did three,  
four, and five years ago.

It's not because we did a good job  
this quarter.

Jeff Bezos, Amazon

”

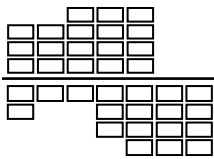




You can't do everything. You can't even do the compelling many.

Focus on the vital few.





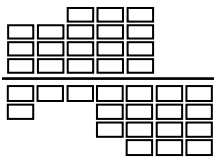
Your opinion,  
although interesting,  
is irrelevant.



Do you have unique,  
sustainable  
value in the  
market?

Articulate your  
**distinctive  
competence**





Boss, is this what you meant by "going to China"?

Use the

**product  
roadmap**

to align resources

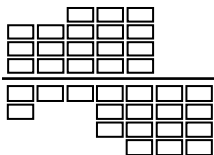


Shouldn't you know why someone would buy it BEFORE you build it?

Write your

**positioning**

BEFORE you build



Do your requirements identify WHO, WHAT, WHEN, and WHY?

Delight

**user**

**personas**

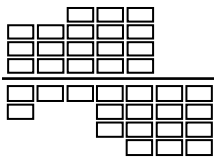
by solving their problems

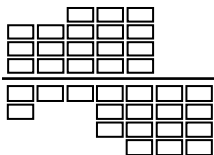
Do you really know why you're winning and why you're losing?

Validate regularly by doing

**win/loss**

**analysis**

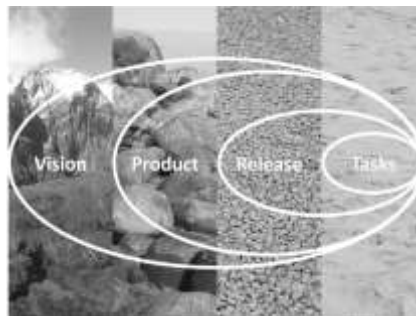




## Continuously connect strategy to execution

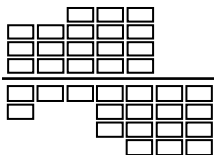
- What did we say we were going to do last time?
- What did we do?
- What's next?
- What are the barriers?

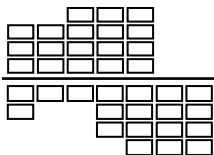
**Conduct reviews and retrospectives at every level**



The ultimate question







**YOU**, strategic  
product manager

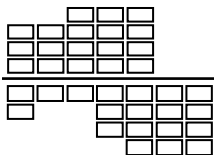


“

Management is doing things right;  
leadership is doing  
the right things.

Peter Drucker

”



## Connect with me!

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