


## The Politics of Agile



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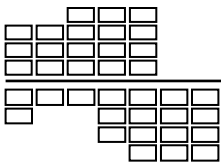
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“ Politics is the process by which groups of people make decisions. ”

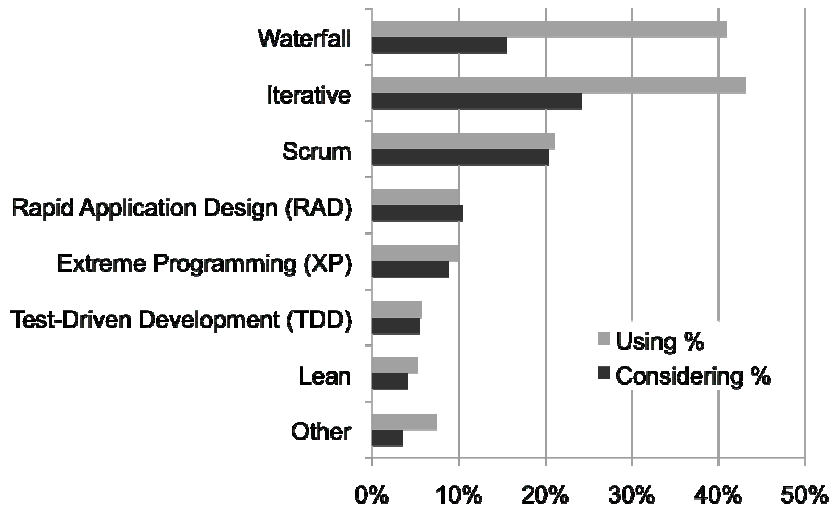
Wikipedia

To ***play politics*** is to deal with people in an opportunistic, manipulative, or devious way, as for job advancement. ”

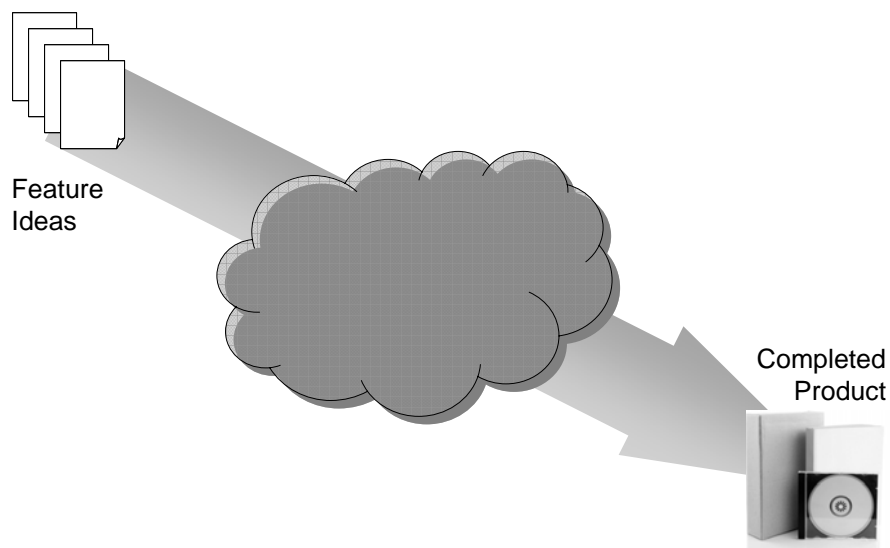
Dictionary.com

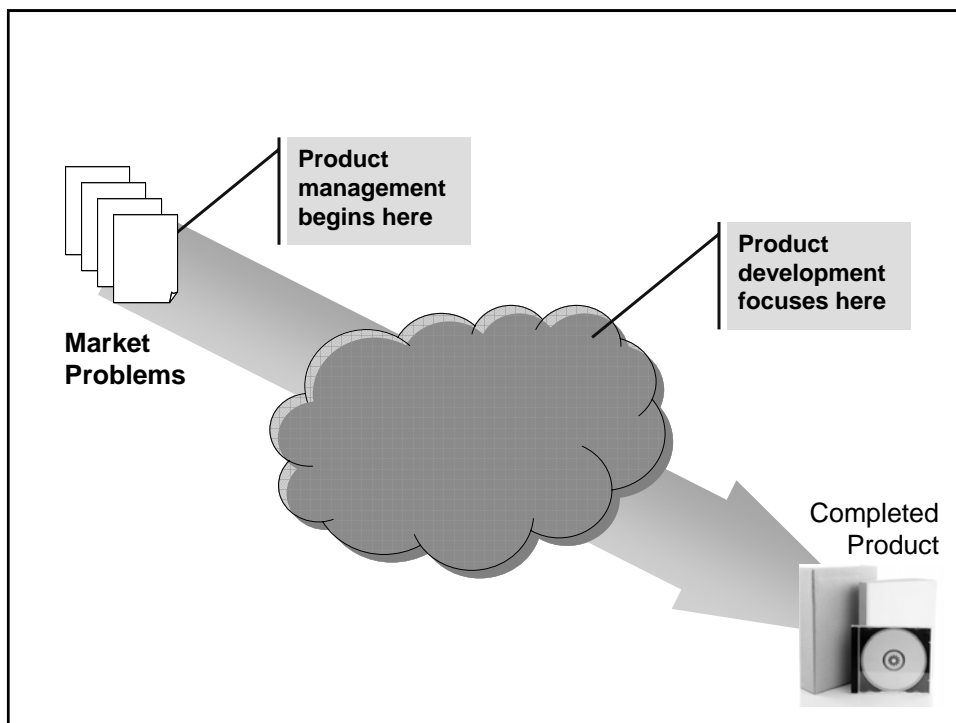
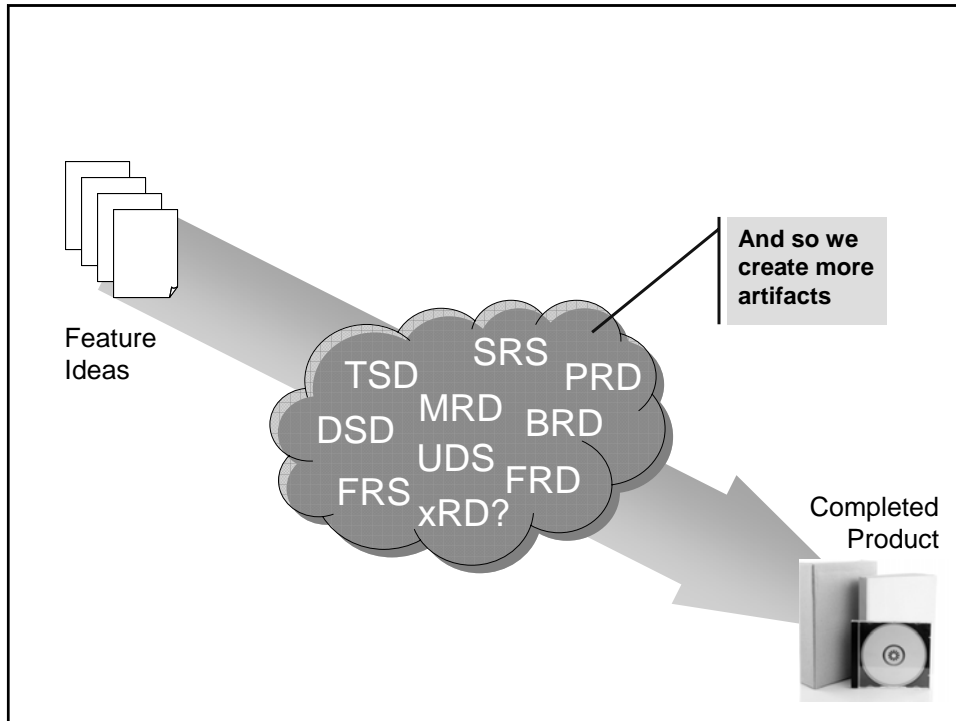
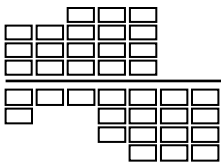


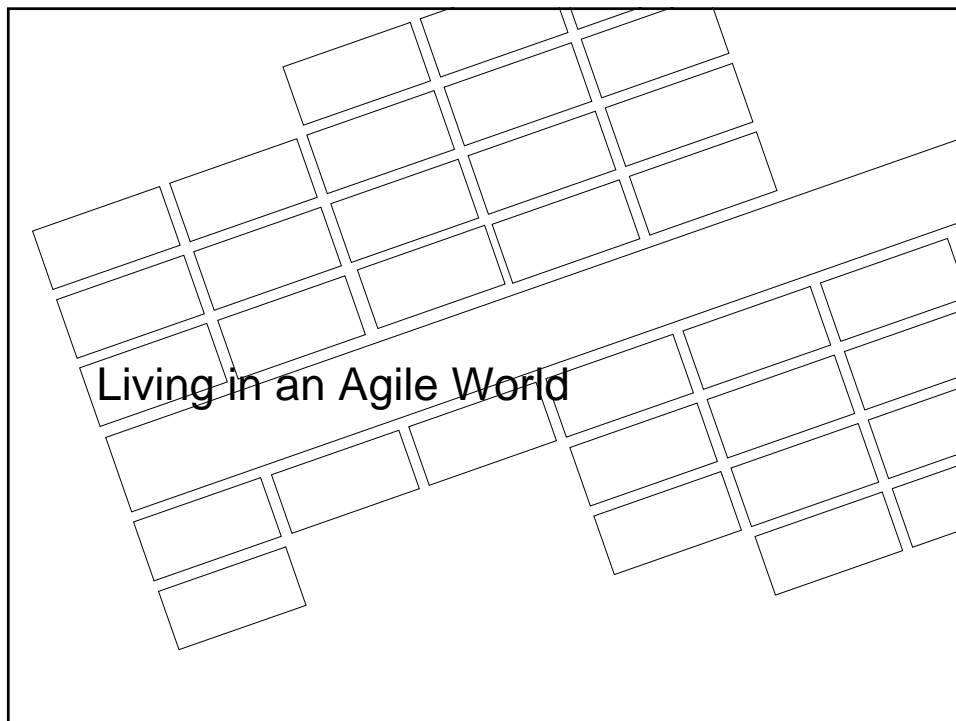
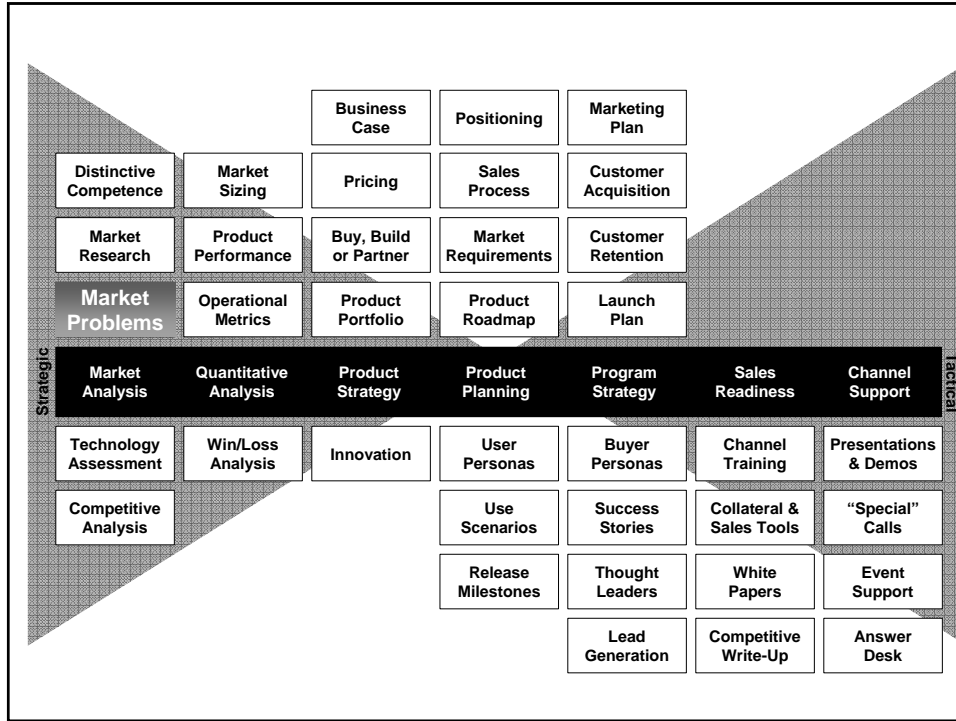
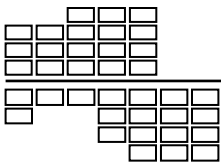
## Development methods

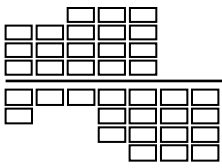


## Developing products is *hard*



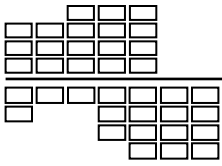






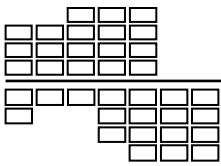
1  
Establish clear roles and responsibilities

2  
Schedule Product Management Day



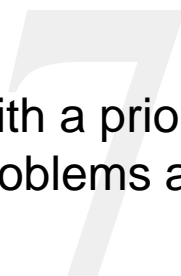
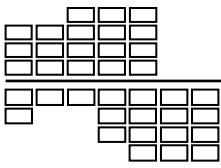
3  
Earn credibility by becoming  
the market expert

4  
Represent markets of customers



5  
Find compelling problems that people  
are willing to pay to solve

6  
Articulate the vision of the product:  
who, what, and why

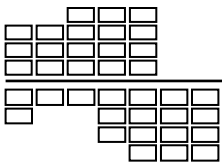


Be ready with a prioritized list of  
market problems at all times



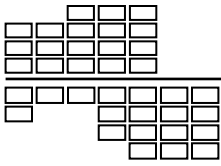
Protect the team




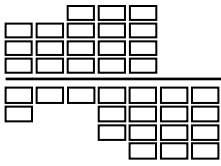


Be the voice of market facts against a  
sea of emotion

Listen more than you talk



<p>What is the product manager's role?</p> <ul style="list-style-type: none"><li>■ Single voice of priority</li></ul> <p><b>IF</b></p> <ul style="list-style-type: none"><li>■ Messenger of the market</li><li>■ Uses facts, not opinions</li><li>■ Leads the company to build profitable products people want to buy!</li></ul>	
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Friends build products,  
enemies only build documents.

## How Pragmatic Marketing can help

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