



# PM Productivity: How to Get Twice as Much Done in Half the Time

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Author, *Expert Product Management* & *The Phenomenal Product Manager*

# About Me

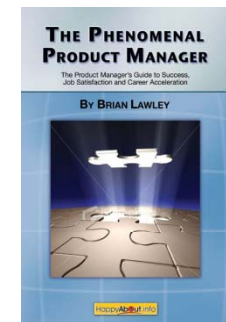
- **280 Group LLC**  
President & Founder
- **Whistle Communications**  
Director of Product Management & Product Marketing
- **Symantec**  
Director of Java and C++ tools
- **Apple Computer**  
Senior Product Manager, MacOS
- **Claris Corporation (FileMaker, Inc.)**  
Marketing Specialist
- **Digidesign, Inc. (division of Avid)**  
Manager of US channel sales and marketing
- **Awards, SVPMA, interviews, books, etc.**



Apple



CLARIS



# 280 Group

## The Product Marketing & Product Management Experts™

- Consulting & Contractors
- Toolkits (Product Manager's, Roadmaps, Launches, Beta, Reviews)
- PM Office™
- Training: public & private
  - PM Fast Track™
  - Customer & Market Research
  - Effective Decision Making
  - Interactivity & Communication
  - Market Value Pricing
  - Personal Strategic Plans For PMs.
  - Time Management & Productivity
  - GREAT Demos!
- Certifications
  - Agile Certified Product Manager™
  - Certified Product Manager™
  - Certified Product Marketing Manager™
  - Self-Study & In-Person Courses



**Technology Roadmap**

**Market & Strategy Roadmap**

	Year One	Year Two
Markets	Healthcare	Finance & Manufacturing
Partner	XYZ Company	
Build In-House		2X Software
Acquire		Data Analytics

**Typical Beta Program Timeline**

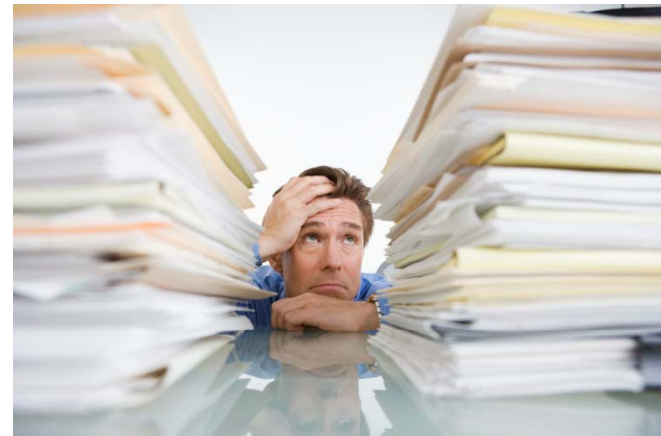
**Beta Program Plan**

**Market Requirements Document (MRD) - Template**



# Product Management

- Overworked?
- Fire Drills?
- Inundated with email?
- Massive To-Do List?
- Too many priorities?

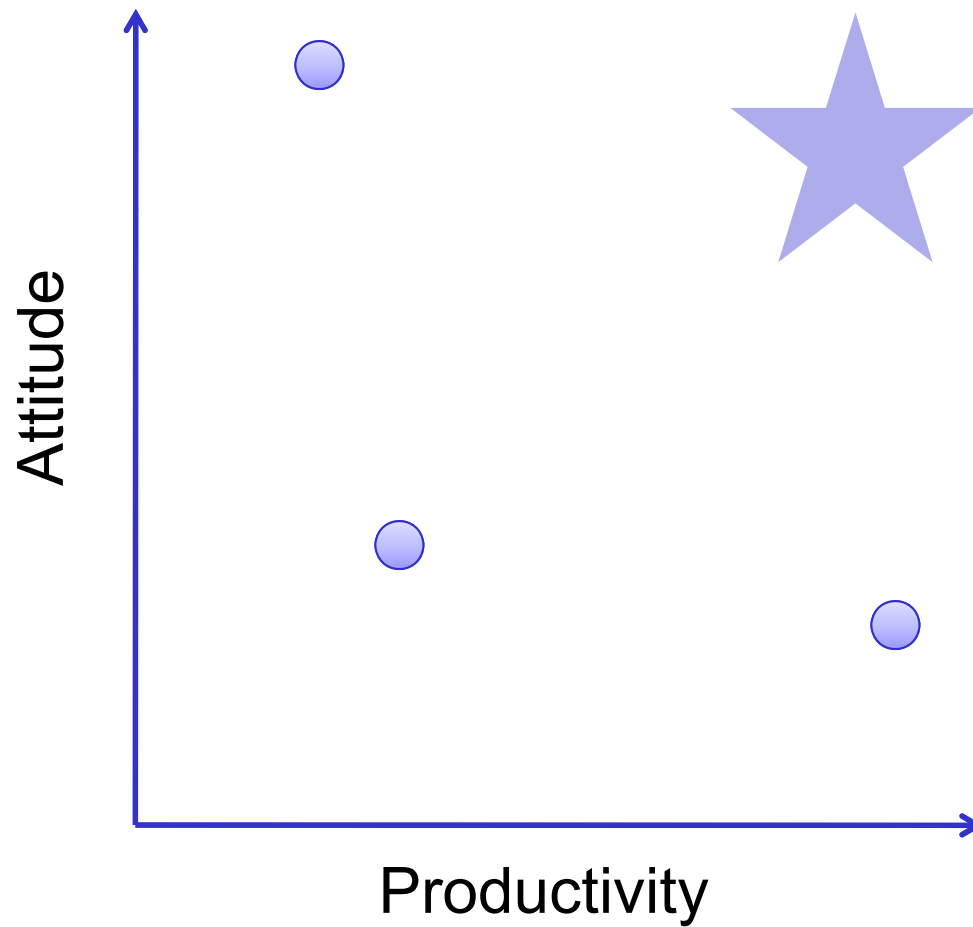


# The Goal

- Focus on the important
- Free up time
- Reduce stress
- Rewards



# Where Are You?



# Productivity = Deliverables

- Strategic plans
- High-impact projects
- Critical tasks
- Important deadlines



*NOT your day to day work*

**TOP TEN**

# Top 10 Ways To Boost Productivity



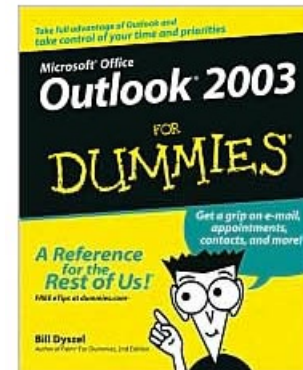
# 1. Master Email

- Process 3X per day
- Separate work & personal
- Turn off notifications
- Process email rapidly & empty your mail box
  - Delete
  - Short response s (1 minute or less)
  - Read later
  - Turn it into a task
- **Keyboard shortcuts**  
(Alt S, F9, Ctrl1, Ctrl2, Ctrl3, Shift Ctrl M, Ctrl F, Ctrl R, Ctrl Shift R)
- Avoid long threads
- Read once a week
- Every night & Fridays



## 2. Master Outlook (or ?)

- Many features
- Complex
- Not well-understood
- Take a few hours



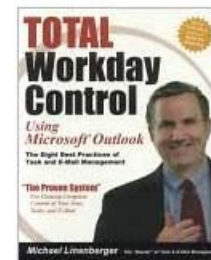
## 3. Work From One To-do List

- Competing sources:
  - To-do list
  - Voicemail
  - Email
  - Random fire drills
- Turn everything into tasks
- Single source to prioritize
- Capture projects and ideas



## 4. Prioritize Using a System

- Total Workday Control
- Franklin Planner System
  - A = must do today
  - B = would like to do today
  - C = not important today
  - Rank A & B items 1-5
- Prioritize first thing in the morning
- Don't revisit B's
- Adjust A items as day goes on



- |                                     |     |                          |                                    |
|-------------------------------------|-----|--------------------------|------------------------------------|
| <input checked="" type="checkbox"/> | A 1 | <input type="checkbox"/> | Incorporate MRD Comments           |
| <input checked="" type="checkbox"/> | A 2 | <input type="checkbox"/> | Summarize meeting with XYZ partner |
| <input checked="" type="checkbox"/> | A 3 | <input type="checkbox"/> | Prepare for review                 |
| <input checked="" type="checkbox"/> | A 4 | <input type="checkbox"/> | Comments to team on user interface |
| <input checked="" type="checkbox"/> | A 5 | <input type="checkbox"/> | Send licensing email to VP         |

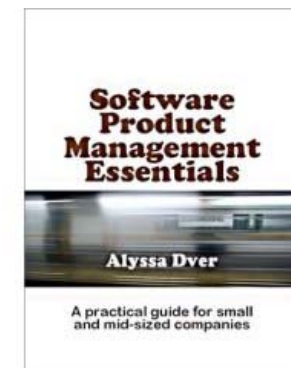
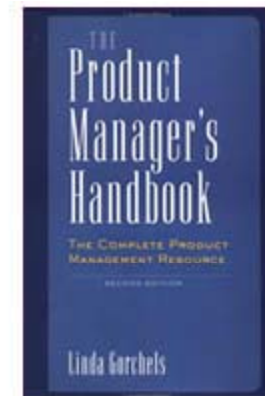
## 5. Master Meetings

- Opt out whenever possible
- If you can't opt out, go first or last
- Make your meetings 30 minutes
- Notes
  - Action items
  - Decisions
  - Send immediately
  - MS OneNote
- Off-topic discussions offline
- Meeting rules
  - 5 minute grace period
  - Public humiliation
  - Action items
- Donuts



## 6. Don't Reinvent the Wheel

- Templates
- Archive
- Training
- Books
  - PMA listings
  - White papers
  - Free templates
- Blogs
- Newsletters
- PM Conferences



**Leverage is the key!**

## 7. Use & Master Great Tools

- Fast computer, big screen
- Smartphone
- Software
  - Snagit
  - AddressGrabber
  - Lookout (or Outlook 2007)
  - Desktop search
  - Instant search
- Keyboard shortcuts
- Dedicate one day



TechSmith  
**SNAGIT**

**Google**  
Desktop

**eGrabber**

## 8. Learn to be Politely Rude

- Salespeople
- Headhunters
- Time-wasters
- Emails





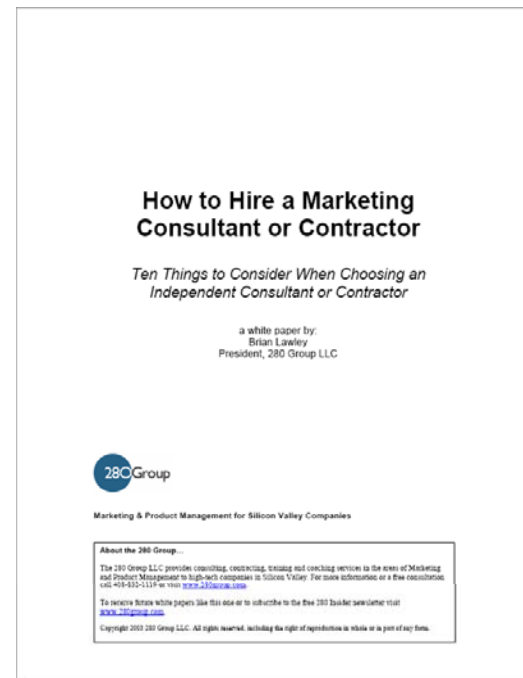
## 9. Stick to a Routine

- Email 3X/day
- Web 2X/day
- Planning
  - Daily
  - Weekly
- Thinking time
- Reading time
  - Filed emails
  - Google news search
- Time away from office
- Strategy & big projects



# 10. Get Help

- Contractor
- Consultant
- Admin
- Junior PM
- Mentoring
- Peers
- PMAs




One Last Tip...

**Set deadlines for yourself!**



# 280 Group Resources

- Free templates and white papers
- 2009 Product Management Survey Results
- PM Job listing sites
- 280 Group Product Management 2.0 Newsletter
- 280 LinkedIn Group The LinkedIn logo, consisting of the word "LinkedIn" in a bold, black, sans-serif font, with a blue square containing a white lowercase "in" to its right.
- Product Management 2.0 Blog
- Books
- PMA listings

**Go to [www.280group.com](http://www.280group.com) in the “Resources” section.**

# Questions



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