

## Potential topics to consider for your ProductTank

### A

- **Analytics** - How to best use analytics data as a product person? Which analytics outputs are helpful to making product decisions and why?
- **Agile product development** - How to develop products iteratively? How can a product person lead the transformation to an Agile approach to product development?
- **Augmented and virtual reality** - Managing products in the augmented and virtual reality space.

### B

- **B2B products** - Is there any difference between managing business-to-consumer products compared to business-to-business products?

### C

- **Communication skills for product managers** - As a product manager, what are some of the key communication skills that you need and why? How do you deal with a wide range of stakeholders? How do you go about having 'difficult product conversations' or say "no" to a senior stakeholder?

### D

- **Data driven product management** - What does it mean to be data driven? What are the pros and cons of a data driven approach to product development?
- **Designing great user experiences** - What makes a great user experience? Why? How can product people contribute to great product experiences?
- **Digital transformation** - Examples of traditional business which have undergone a digital transformation. What are some of the key challenges involved in digital transformation? What does a good digital transformation look like and why?

## E

- **Managing products in the education sector** - Discuss education products and their development process. Are there specific things to be mindful of when creating and managing education products. For example, how do you go about user testing with respect to education products?

## F

- **FinTech products** - Managing FinTech products and services.
- **Future of product management** - What does the future of product management look like and why? How do we expect our role to evolve?
- **Freemium and other models** - Zoom in on the freemium model and look at successful and failed products/services in this regard. What are the things to be mindful of when developing freemium products and why?

## G

- **Guerrilla testing** - Cover the different methods out there to get user feedback back on your product or service.
- **What makes a great product manager?** - What does it mean to be a product manager? Where can we add value and why?
- **Games product management** - Managing games products. How do you create, test and optimise games?

## I

- **Internet of Things** - What does it mean to manage a connected product? How to combine online and offline user experiences?
- **iBeacons** - What new products and experiences can we expect based on iBeacons and their underlying technology?
- **Inertial markets** - What is it like to manage products in inertial markets, i.e. markets that are slow moving, require heavy investments or heavily regulated (e.g. pharmaceutical or aviation).

- **Innovation games** - This topic is all about facilitating or doing collaborative games/workshops to e.g. come up with a shared product vision or to gather product requirements.

## L

- **Lean product development** - As a product manager, how do you go about developing products in a 'lean' fashion? What does "lean" even mean?
- **Lifecycle management** - What does the typical product lifecycle look like? How about so-called "Big Bang Disruptions"? How to effectively manage a product through its lifecycle? How and when do you decide to terminate a product?
- **Localisation & internationalisation** - Talk about localising products, what does this mean, what do you need to be mindful of as a product manager? In contrast, what is involved in product internationalisation and why?

## M

- **Marketing** - What is product marketing? What is the difference between product management and product marketing?
- **Mobile product management** - Managing mobile products. Share case studies and lessons learned with respect to mobile products and services.

## P

- **Product psychology** - Delve into the psychological aspects of products and their users. What makes people use your product or service and why?
- **Portfolio management** - How do you go about managing a portfolio of products? How do you prioritise between products within your portfolio?
- **Pricing strategies** - Discuss the different business models and pricing strategies to consider. What are some of the factors to consider when putting together a pricing strategy?
- **Prioritisation** - From MoSCoW to value mapping, what methodologies are out there that help product managers with making tough tradeoff decisions?
- **Physical products** - What are some of the common differences between managing digital products and physical products (e.g. cars, planes and white goods)?

- **Public sector and non-profit** - Managing products / services for public sector or not for profit organisations. As a product manager work for these types of organisations, who are your stakeholders, what are some of your common constraints?
- **Product Marketing 101** - What is product marketing? How does a product manager work best with a (product) marketer and why? With this topic you can cover aspects such as positioning, segmentation and launch strategies.

## R

- **Roadmap** - What info does and doesn't need to go into a product roadmap? How do you make sure that a roadmap doesn't become a one-off document which doesn't get used?

## S

- **Sales and product management** - Discuss some common tensions between sales and product management. How do you work effectively with sales teams? How do you make sure people don't over promise (and under deliver)?
- **Scaling a product organisation** - Discuss real life examples of scaling a product team or organisation. When is a good time to do so and why? What do you need to be mindful of scaling a product organisation and why?
- **Stakeholder management** - How do you manage stakeholder? How do you go about creating and maintaining effective relationships with a wide range of internal and external stakeholders.

## T

- **How technical does a product manager need to be and why?** - Discuss the pros and cons of product people having an engineering background.

- **Technical debt** - How do you go about managing a product or service with (lots of) technical debt and legacy systems?

## U

- **User research** - Discuss the different user research techniques out there. Discuss pros and cons and common pitfalls to be mindful of (e.g. sample size, bias, etc.).