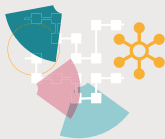


30 cards in 30 days

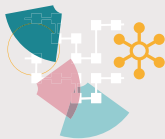




1 of 30

Write a persona that describes an end user of your product.

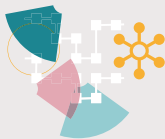




2 of 30

Spend ten minutes completing a
concept review paper for a new idea.

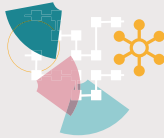




3 of 30

Do the sales team understand your product? Ask a member of sales for their elevator pitch.

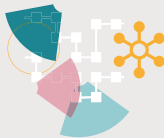




4 of 30

Name three risks your product faces
over the next year and mitigation
ideas.

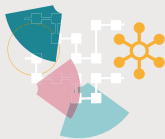




5 of 30

Block out weekly, one hour strategy
and thinking time.

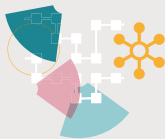




6 of 30

Identify one activity you could
de-scope or change your approach to
gain more strategy time.

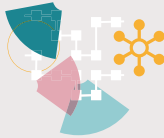




7 of 30

Prioritise your next product release
feature set – what would you drop
first?

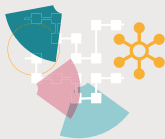




8 of 30

Familiarise yourself with the product management process.

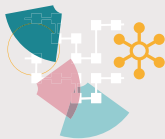




9 of 30

How profitable was your product last quarter? Find out if you don't know.

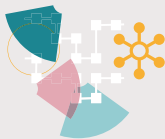




10 of 30

Research your competition and find
one a point of difference you have
with each.

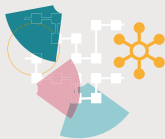




11 of 30

Build a value proposition for your product.

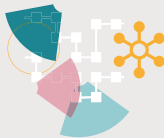




12 of 30

When was the last time you connected
with your market?

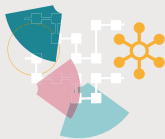




13 of 30

Identify a relevant mega-trend for
your markets.

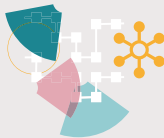




14 of 30

List your product objectives for the
next twelve months.

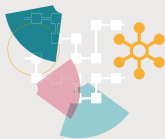




15 of 30

Work out where your product is in lifecycle and how you should maximise that.

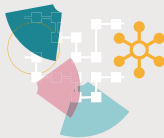




16 of 30

Prioritise your next product release
feature set –what would you drop
first?

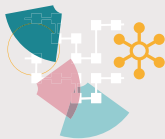




17 of 30

Review your product price. What is
the strategy behind the price?

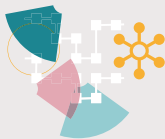




18 of 30

Name your top three competitors and
their point of difference.

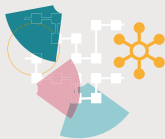




19 of 30

What are the three most important factors that drive customers in your market?

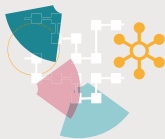




20 of 30

Write a user story describing how an end user might engage with your product.





21 of 30

What's the USP for your product?
Write it down.

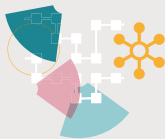




22 of 30

Build a customer problem statement.
How could your product address it?

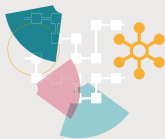




23 of 30

Talk to the sales team to find out the details behind your products wins/ losses this month

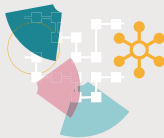




24 of 30

Write down three ways your customers usage of your product might change over the next three years.

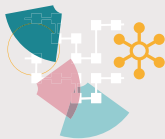




25 of 30

What technology trends could drive
change in your market?

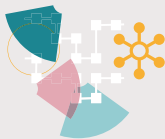




26 of 30

When did you last review your product plan? Over 7 days? Review it now.

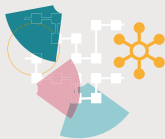




27 of 30

What are the top three benefits your product offers? Write them down!

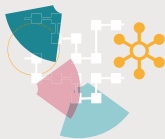




28 of 30

What do you think your market will
look like in five years?

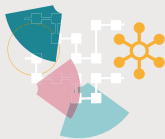




29 of 30

Understand you key competitors
pricing strategy.





30 of 30

What was your product revenue last quarter? Find out if you don't know.

