

# Maybe We Should Be Problem Managers

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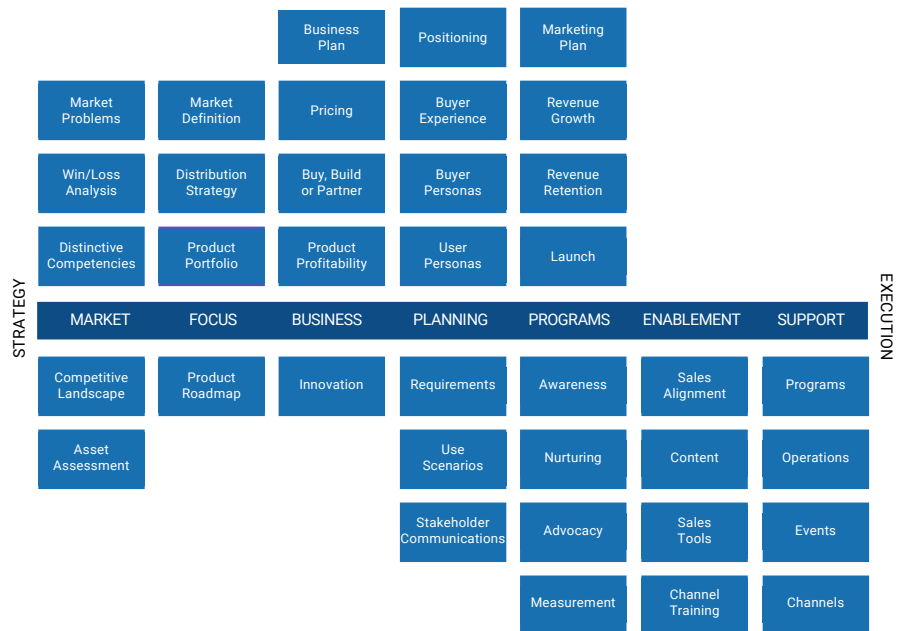


Product Development and Management Association | November 2-5, 2019

## ABOUT US

Experts in technology product management, product marketing and data science.

Trained hundreds of thousands of people at companies around the world since 1993.



What would you say you do here?

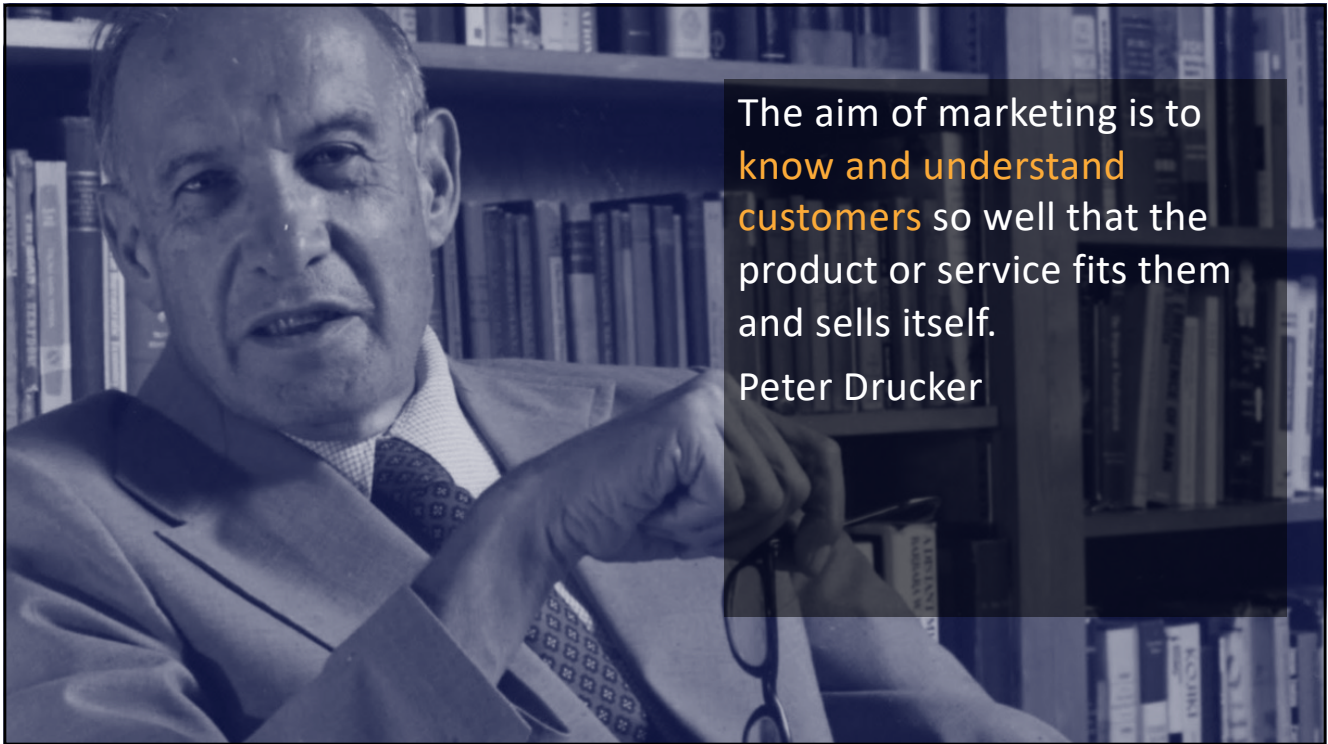




Do you want to put out fires or put out products?

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A large rectangular area containing a grid of light gray squares. The squares are arranged in a pattern that roughly outlines the shape of the text 'Do you want to put out fires or put out products?'. The text is centered within this grid area.



Here's the trick: Focus on  
problems, not features.

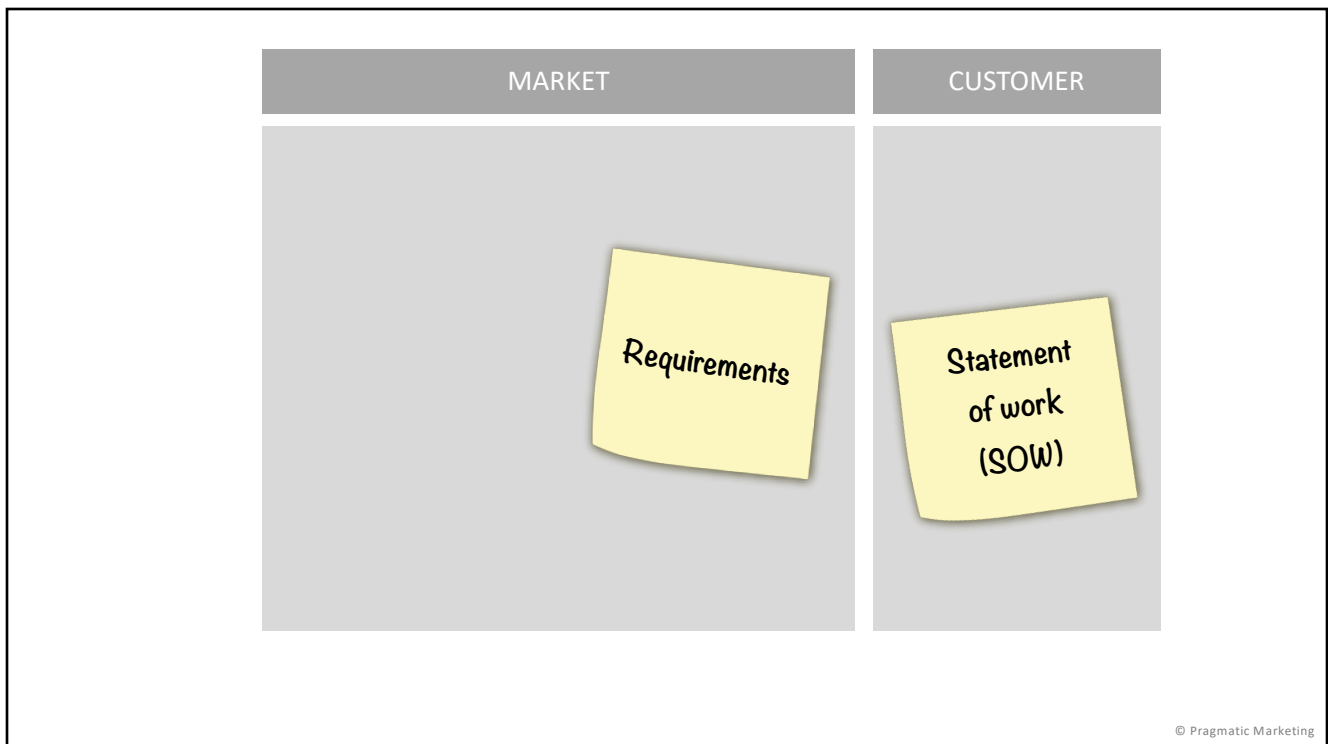


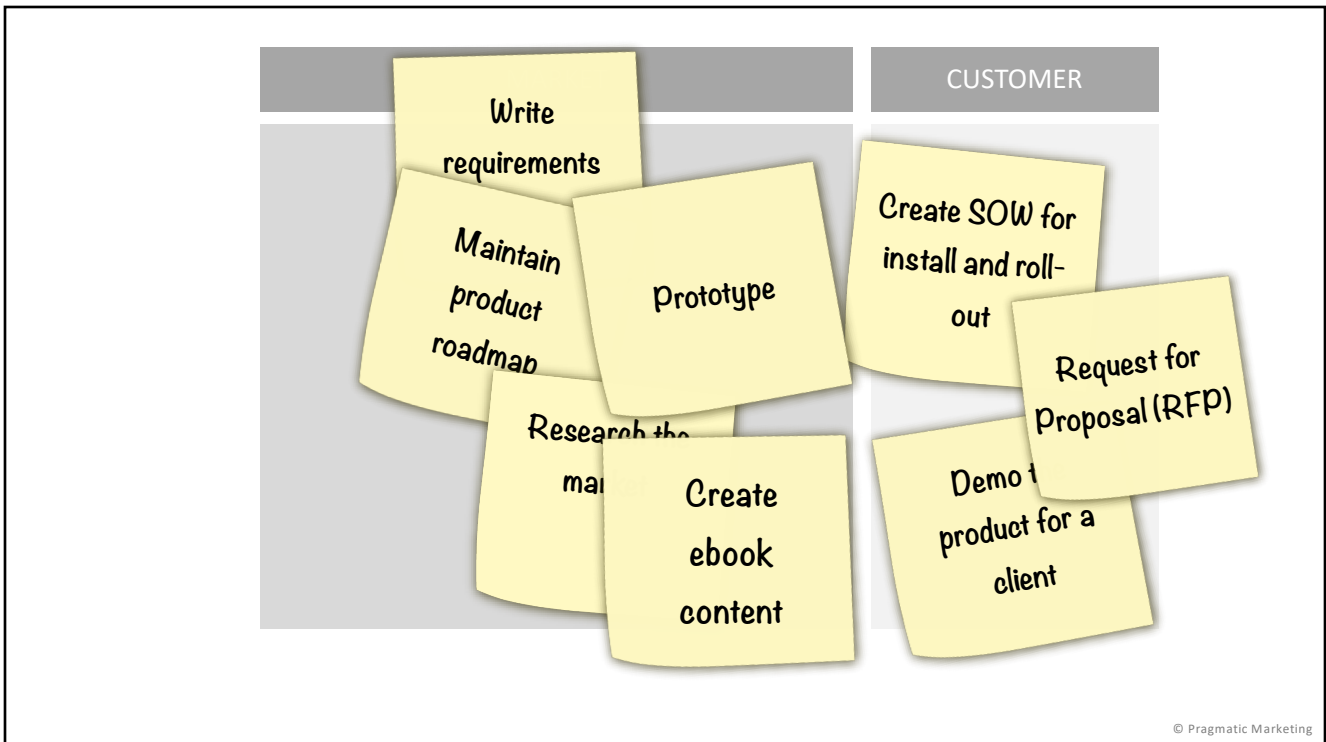
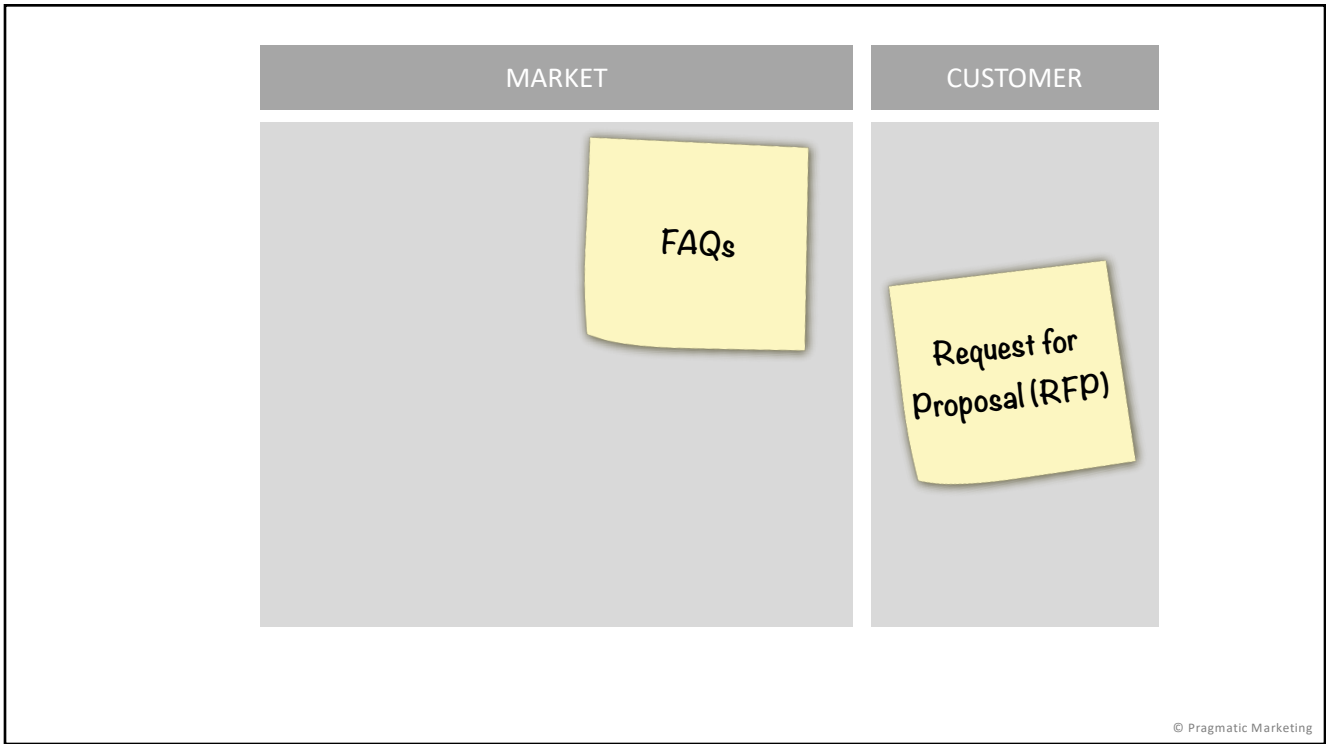


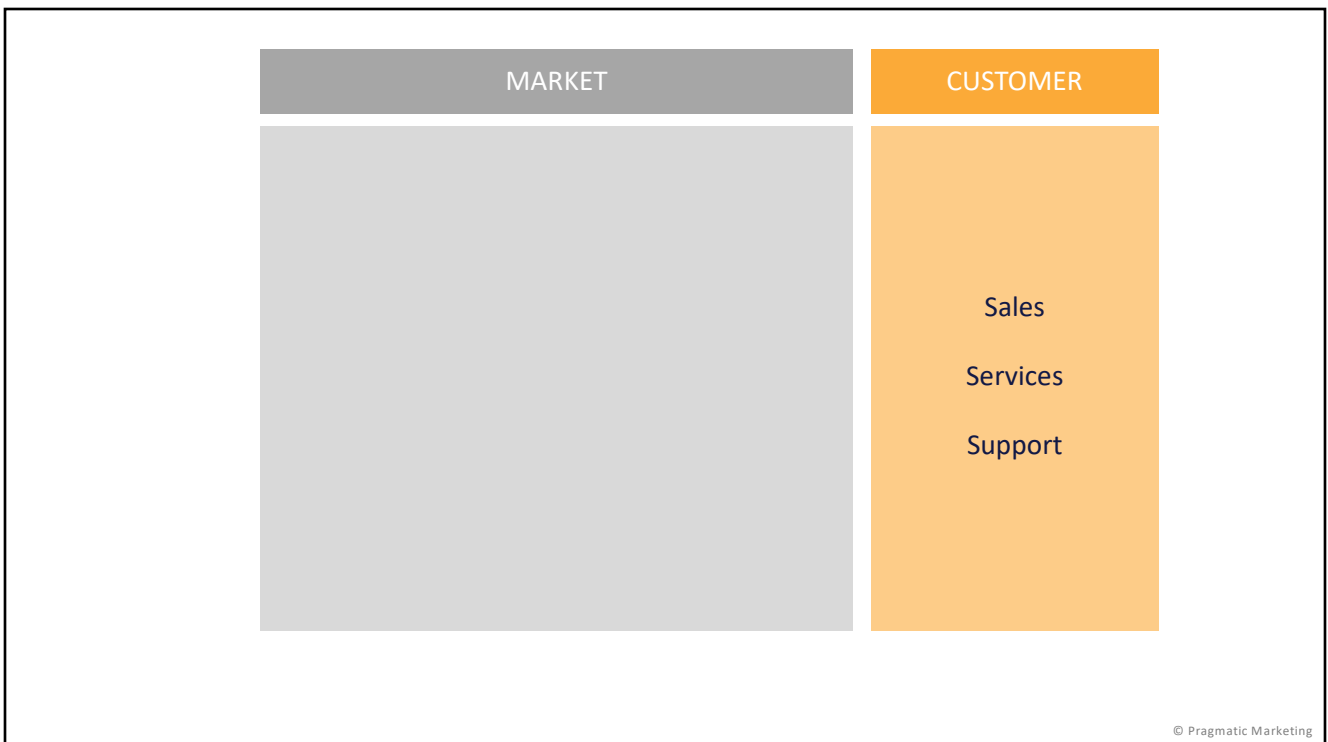
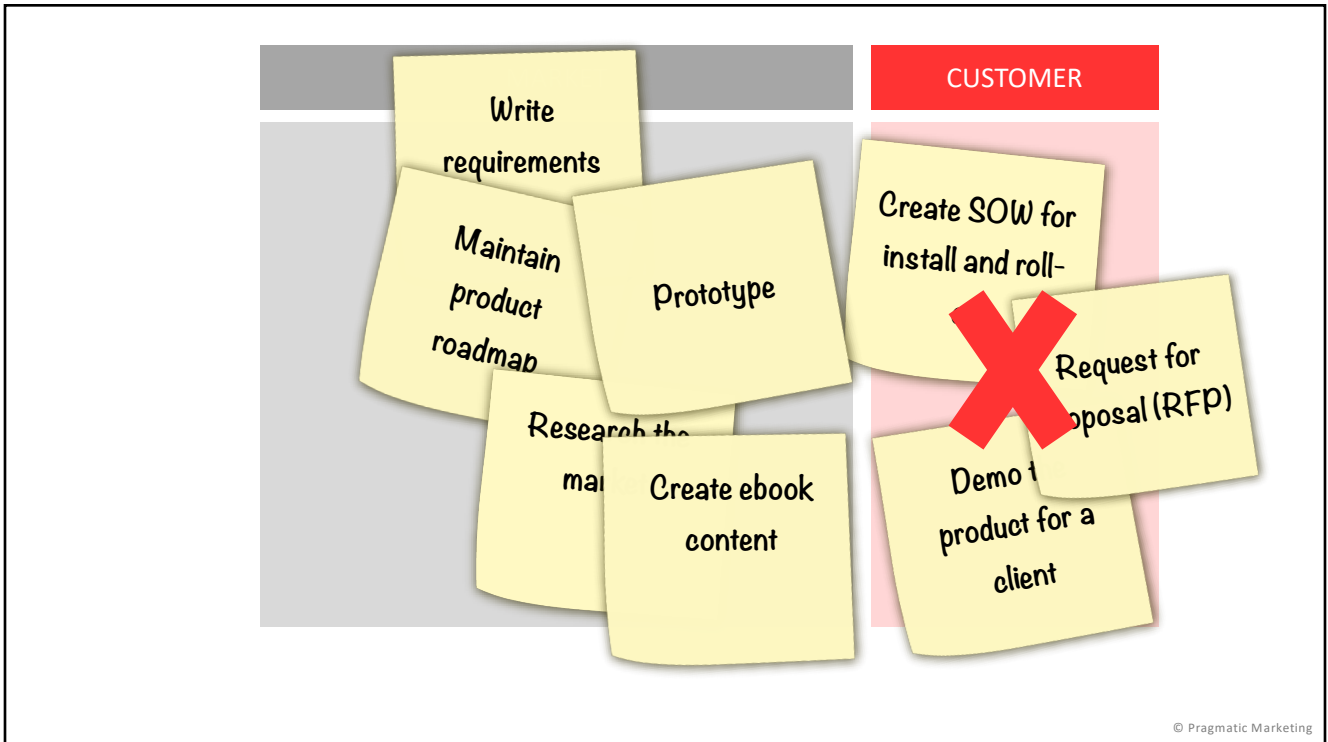
Who in your organization is  
expert on markets and problems?

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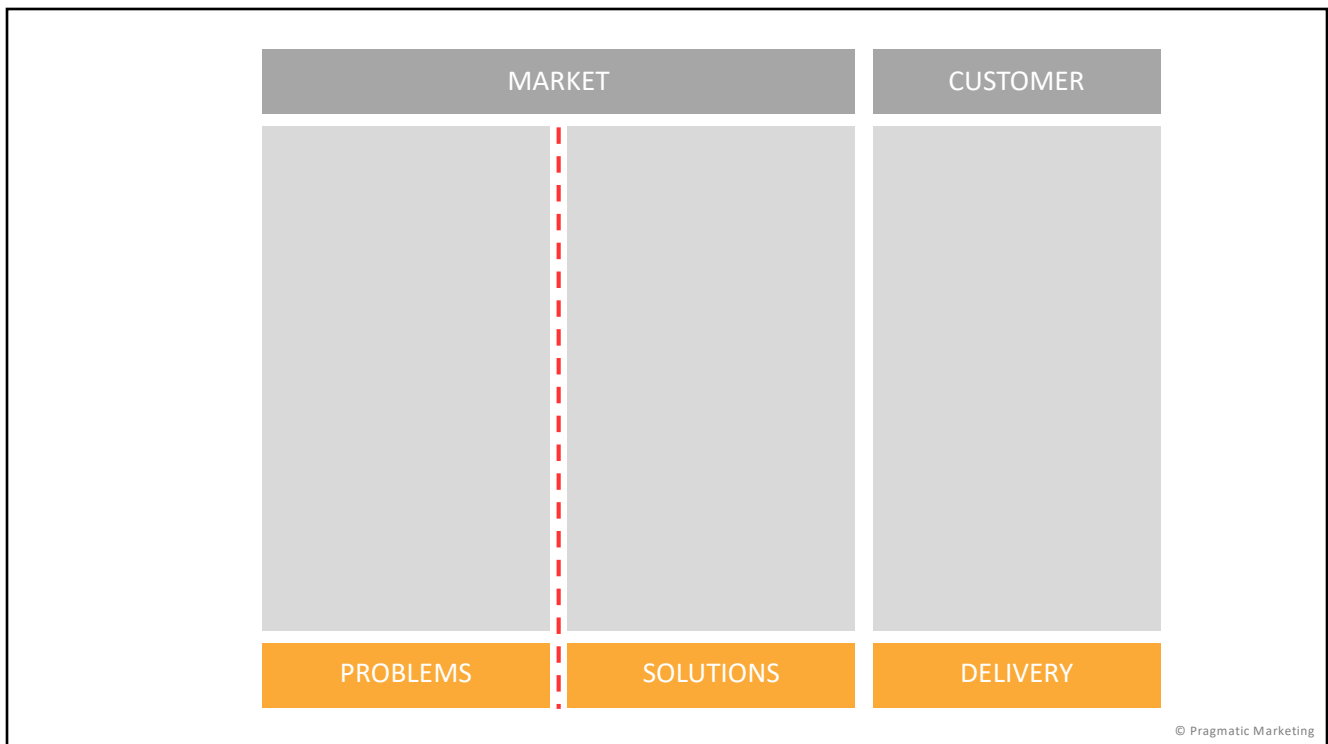
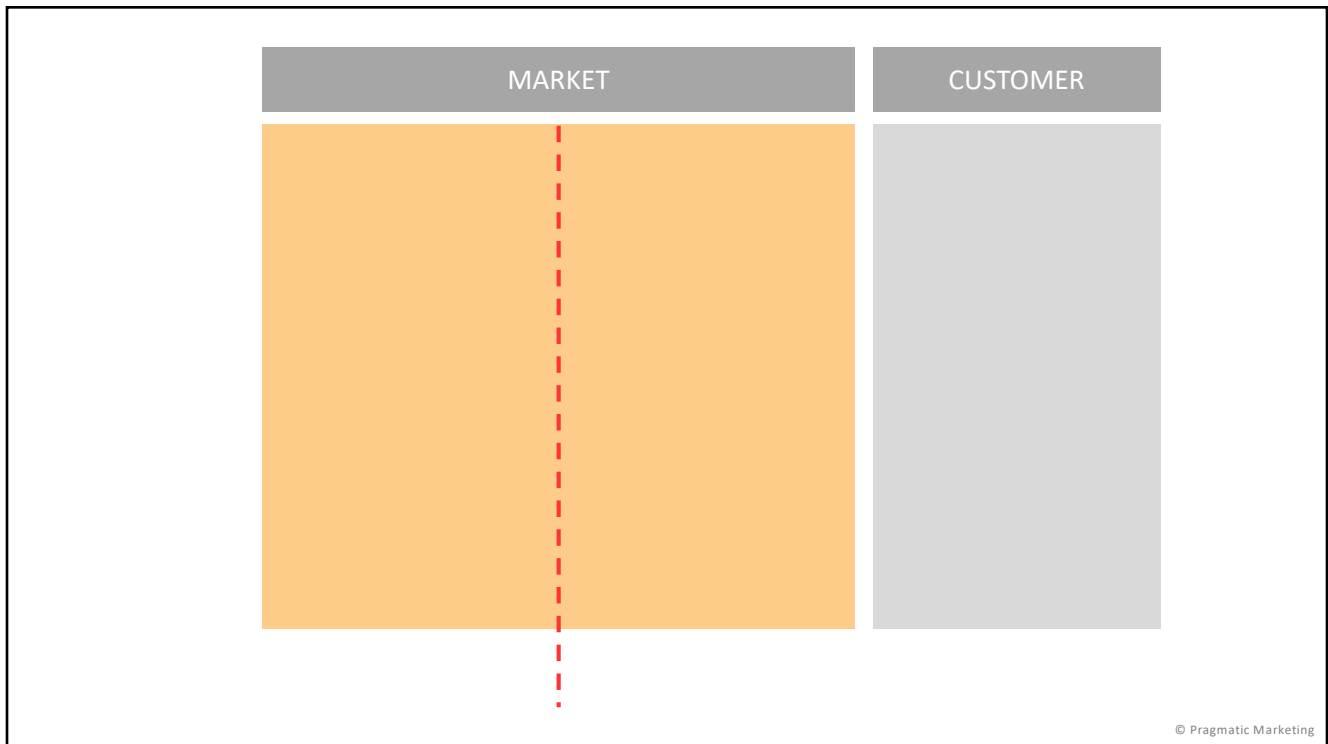


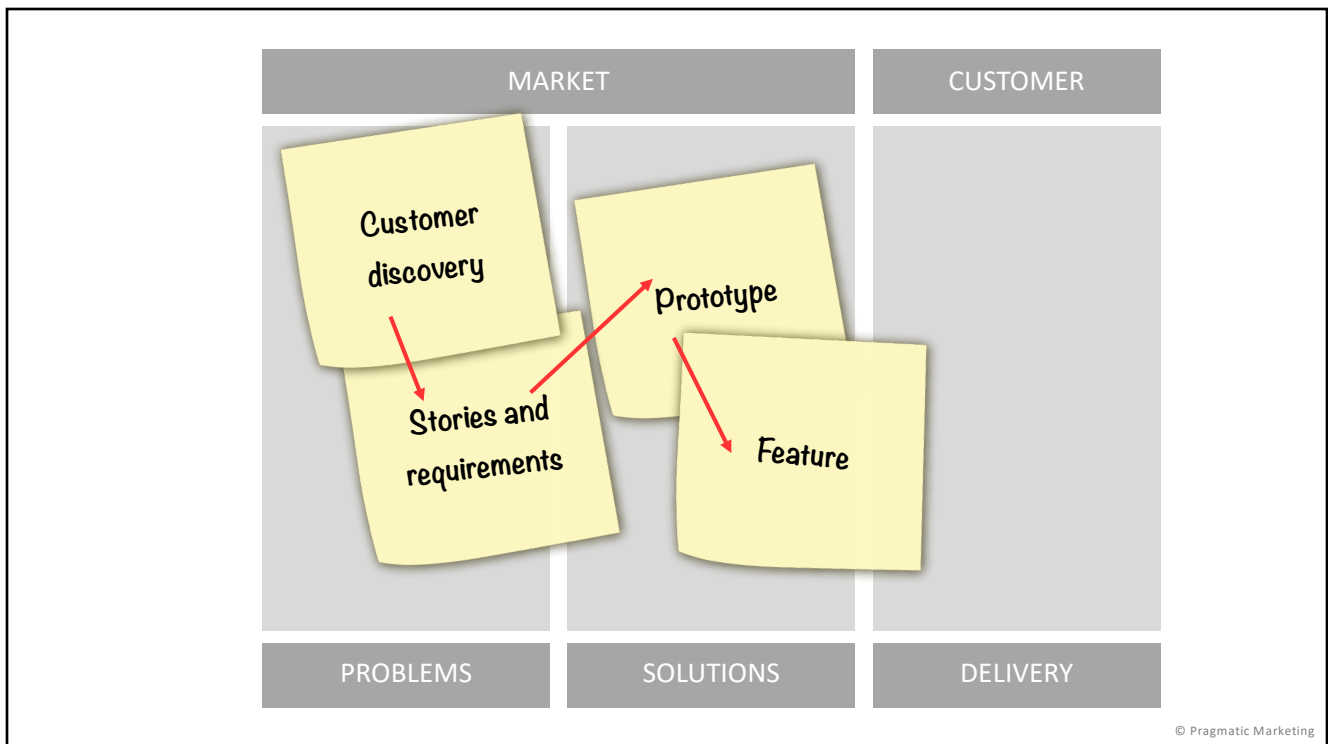
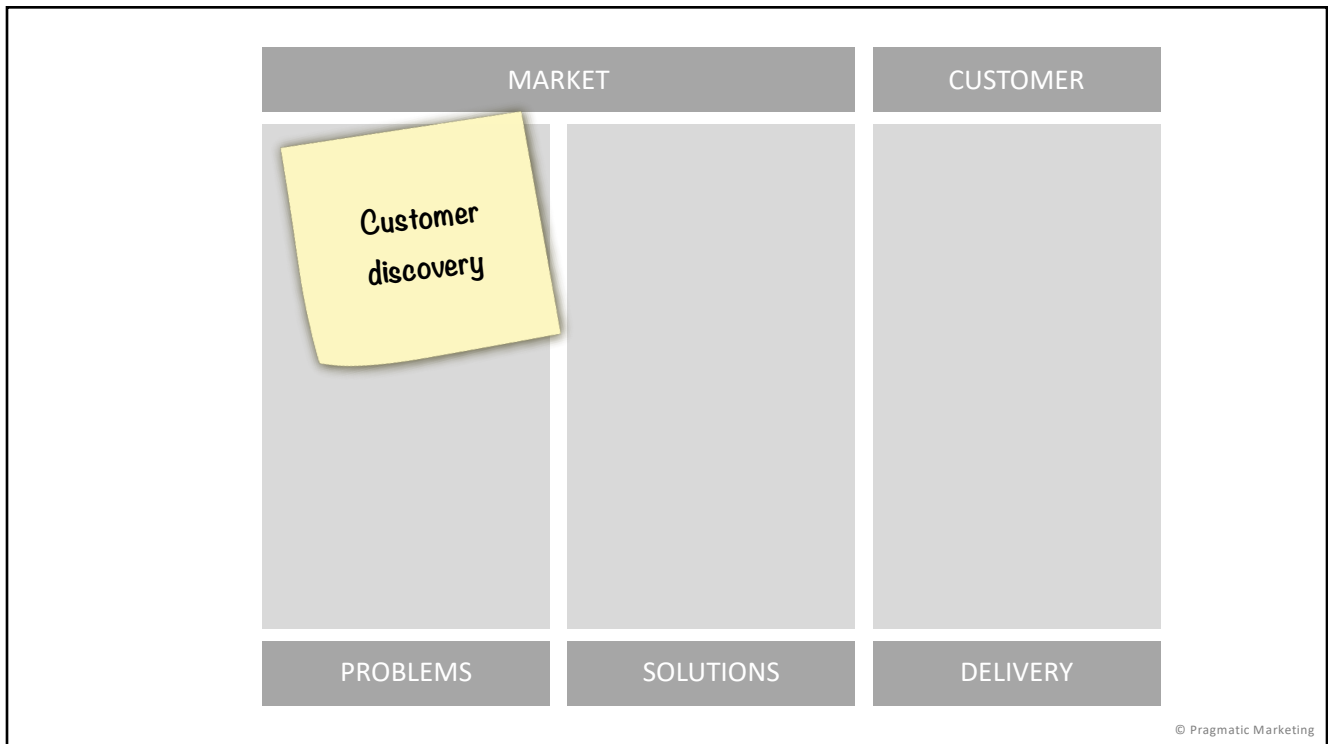


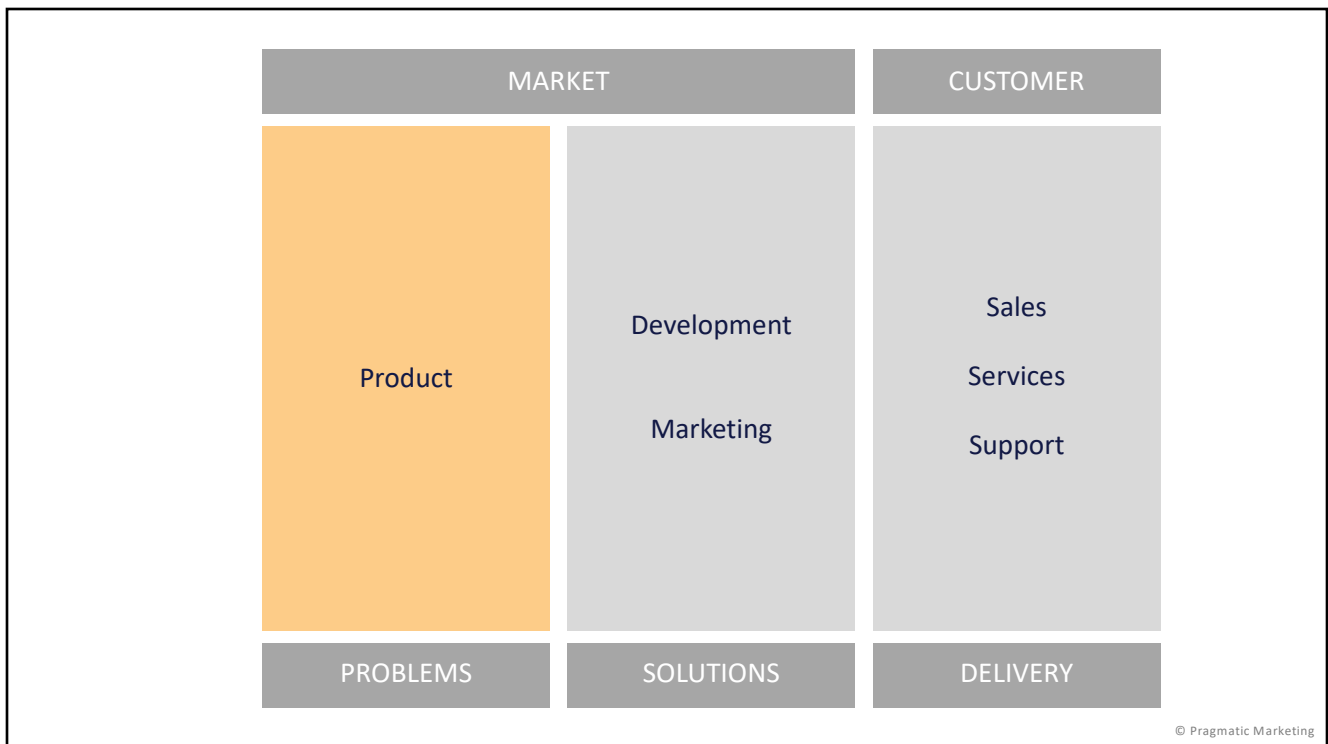
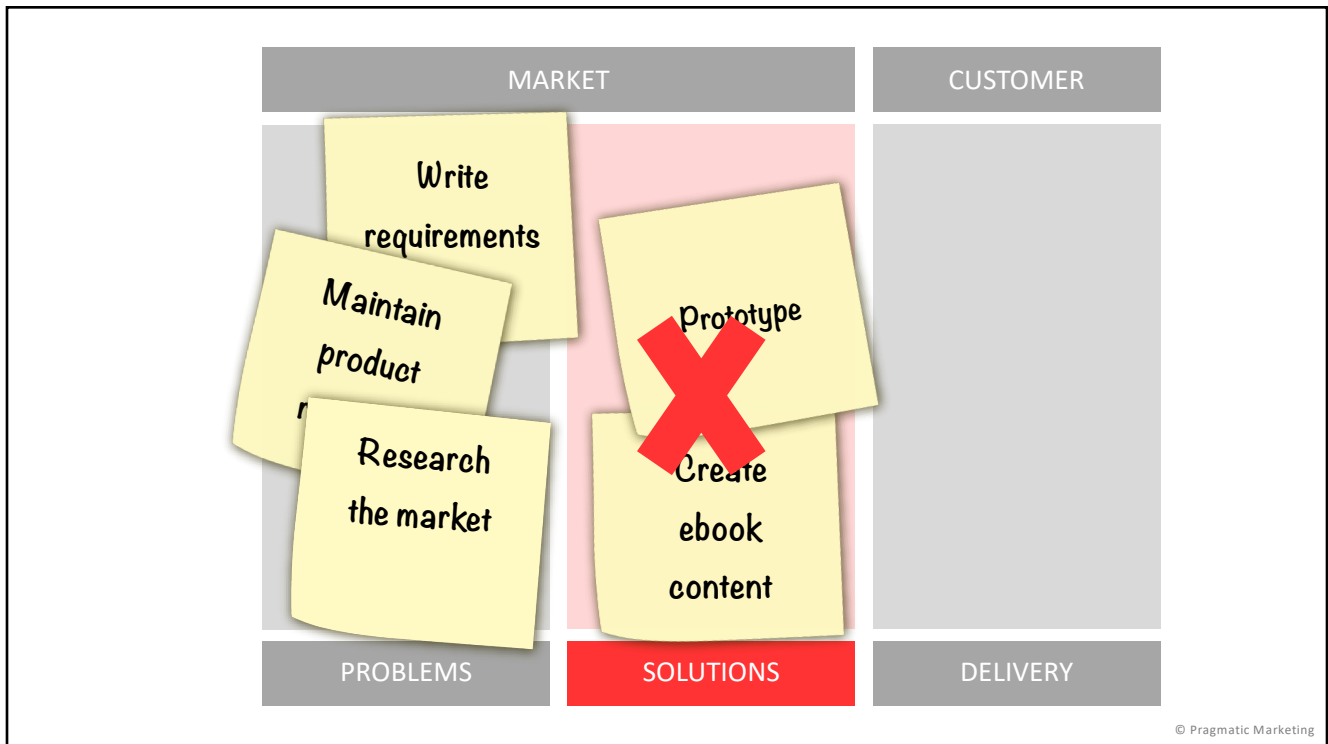






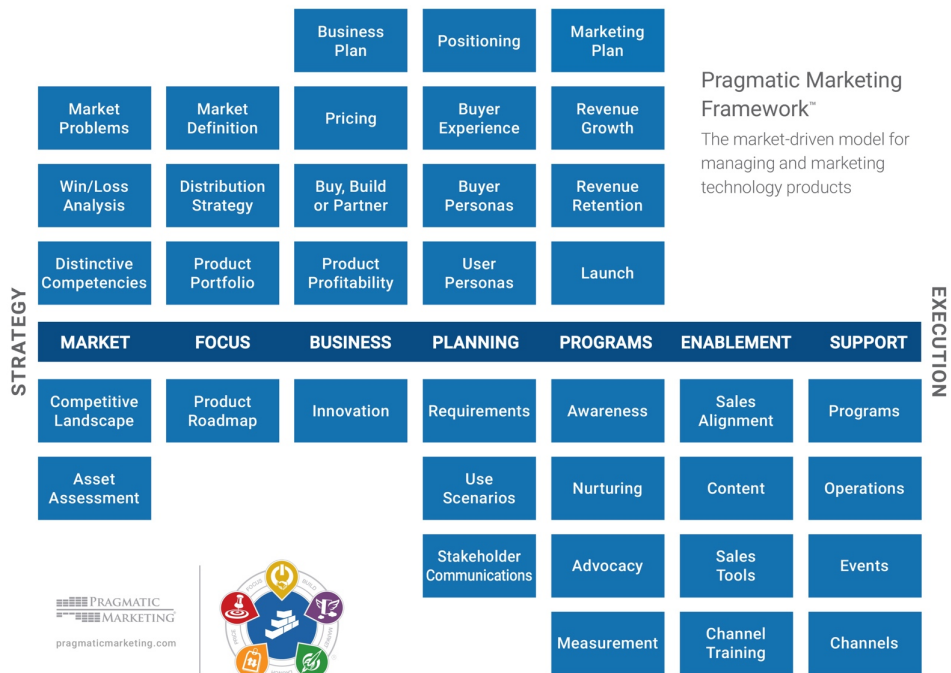






When we spend time  
supporting others, we fail at  
what we were hired to do.

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MARKET		CUSTOMER
Product	Development Marketing	Sales Services Support
PROBLEMS	SOLUTIONS	DELIVERY

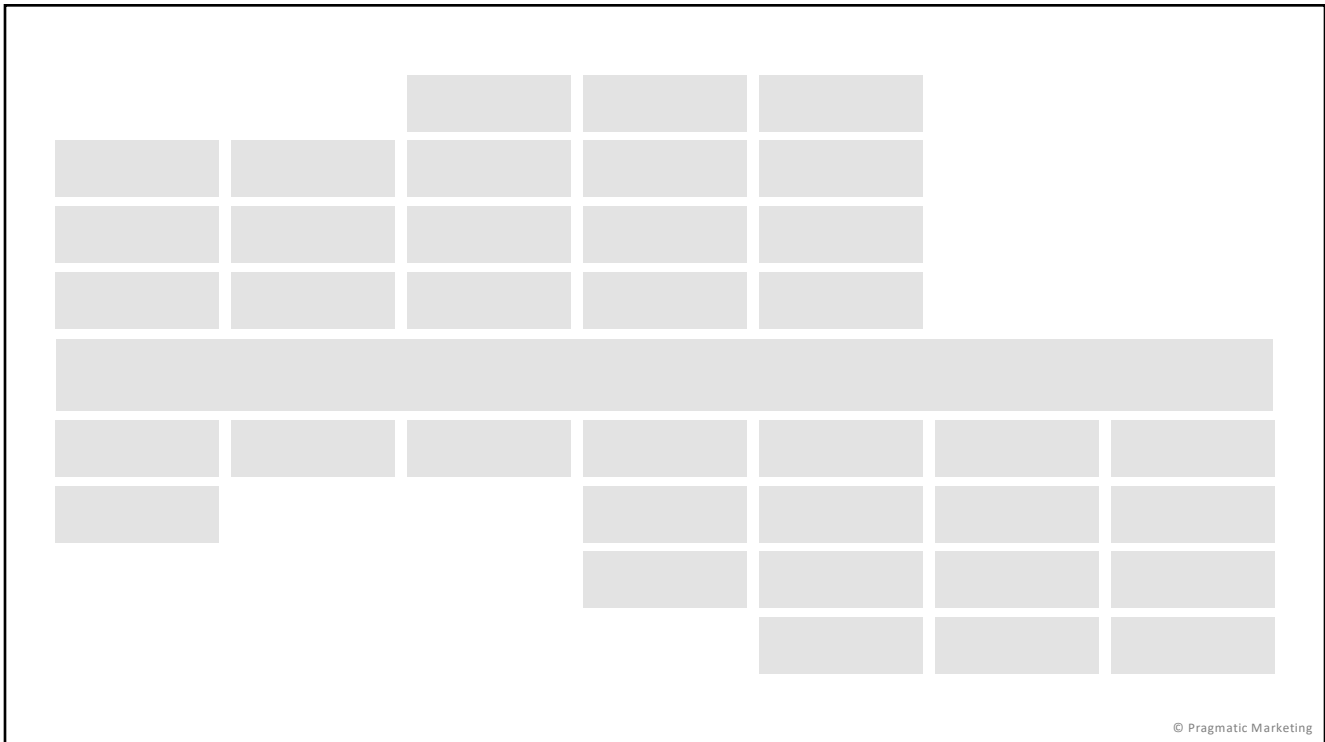
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So... maybe we should be  
problem managers instead.

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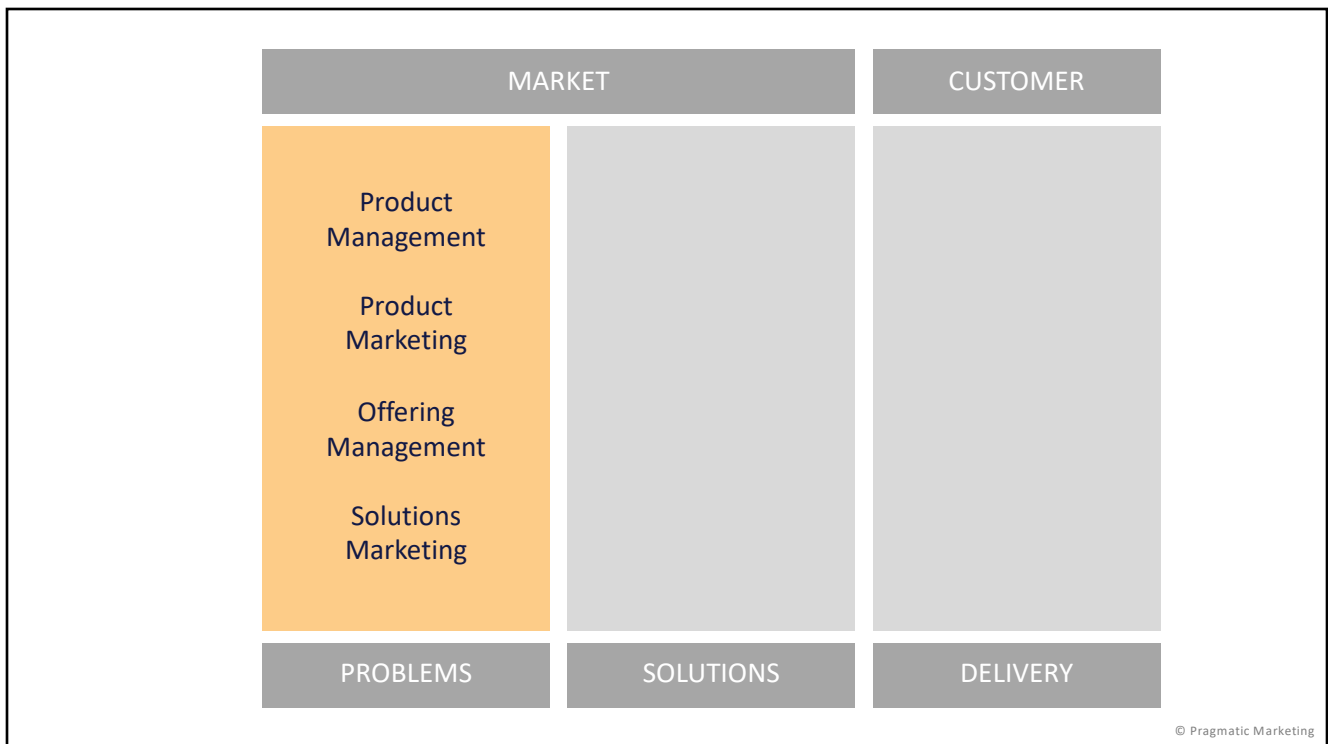
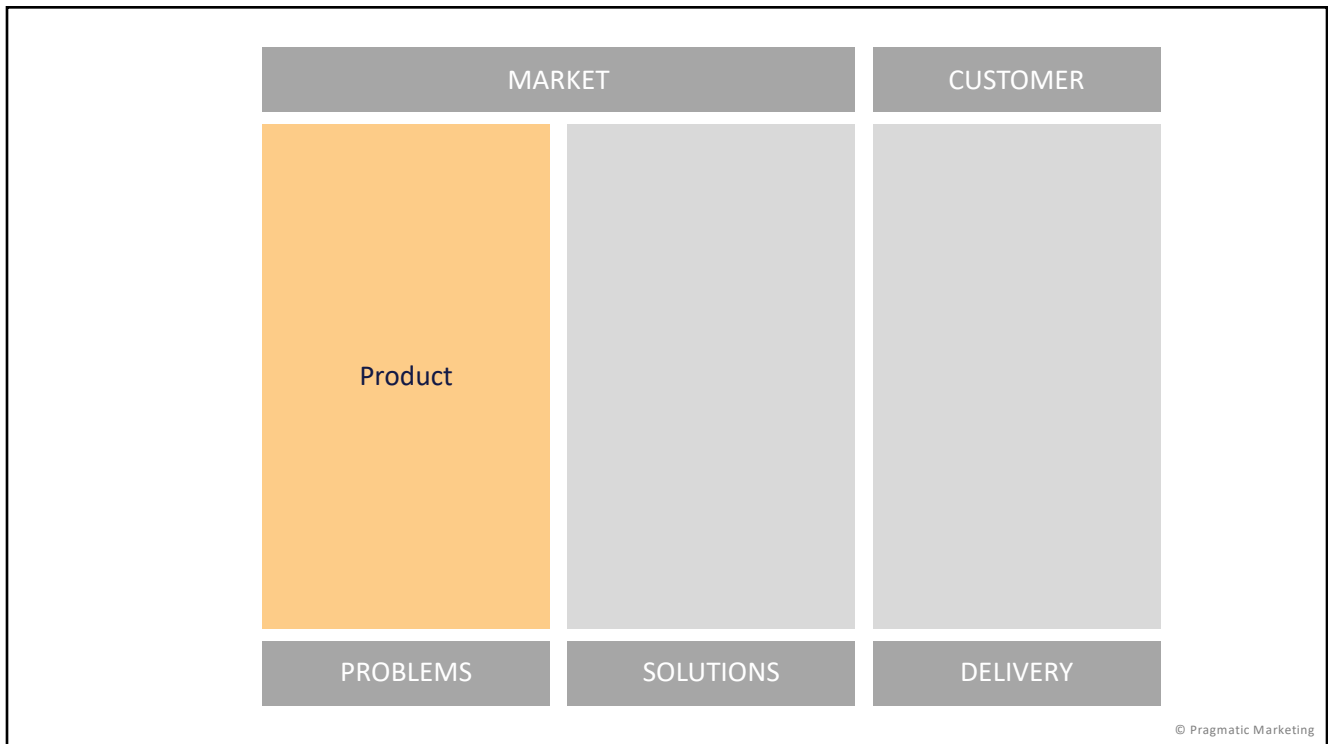


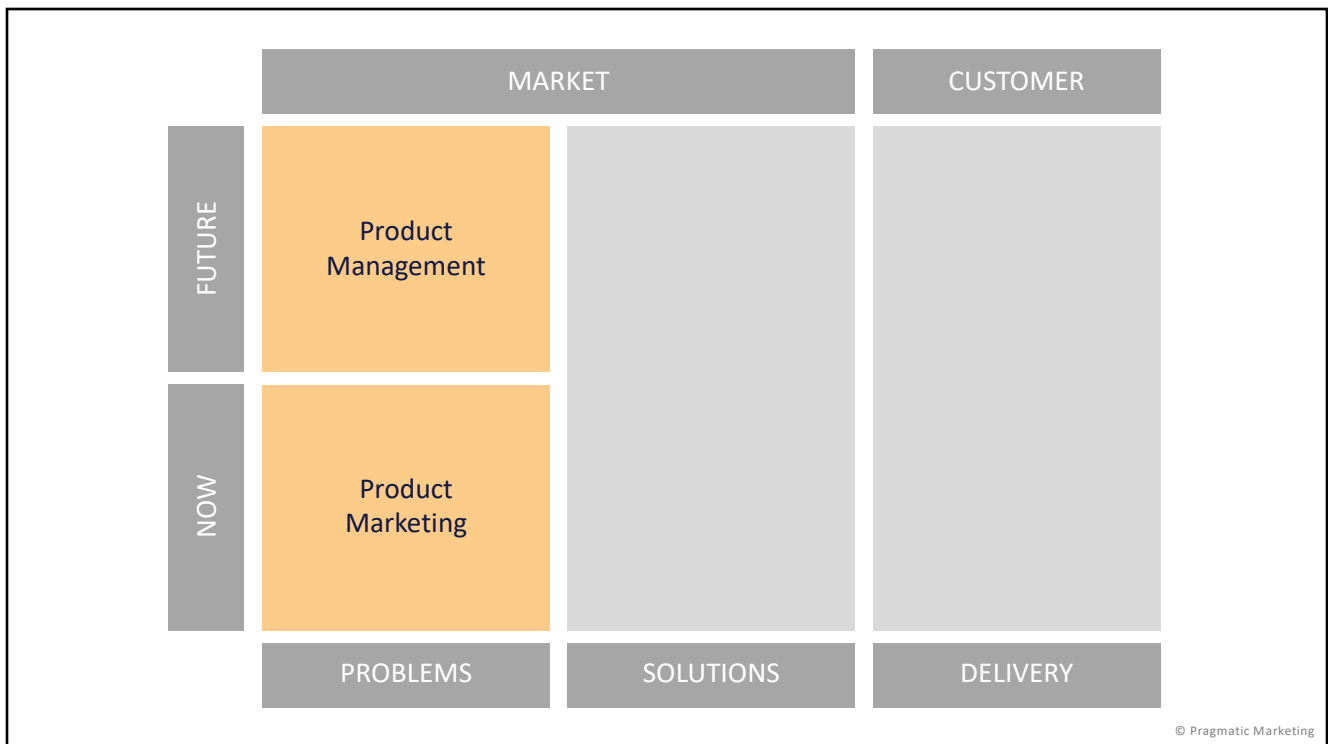
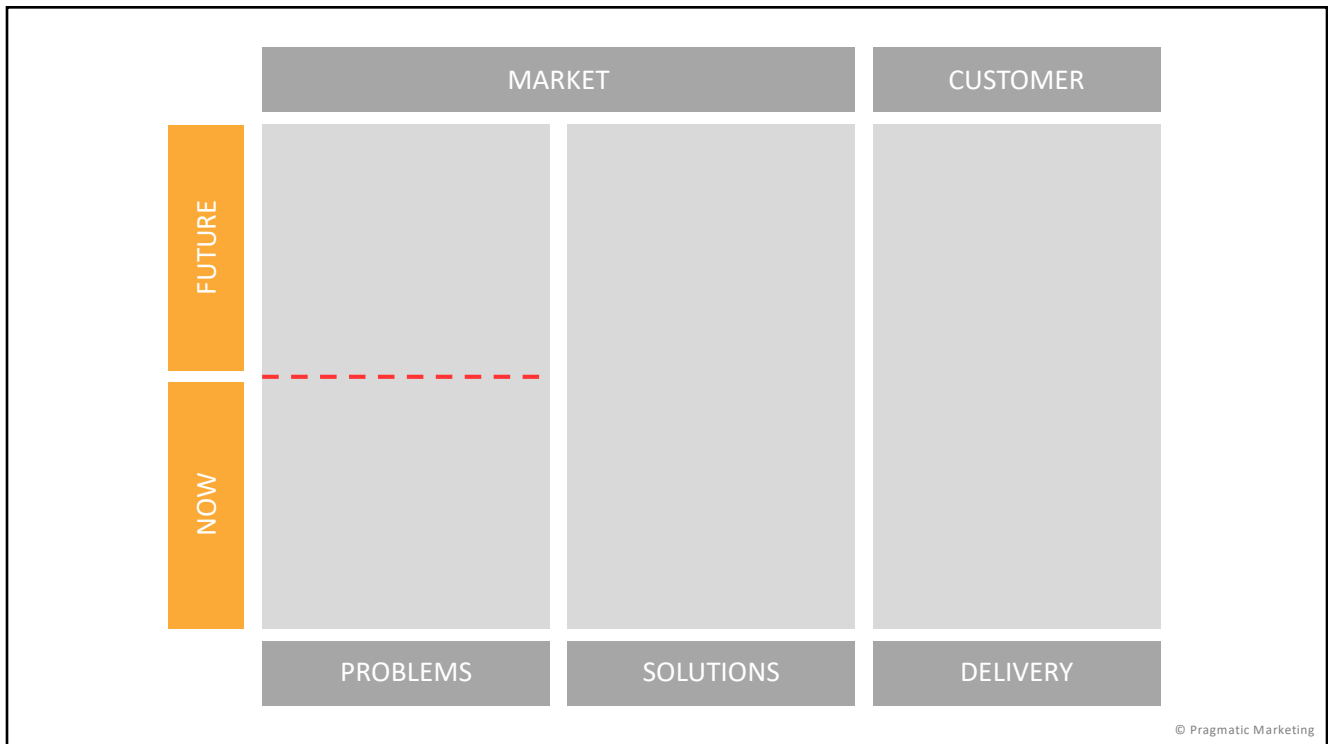


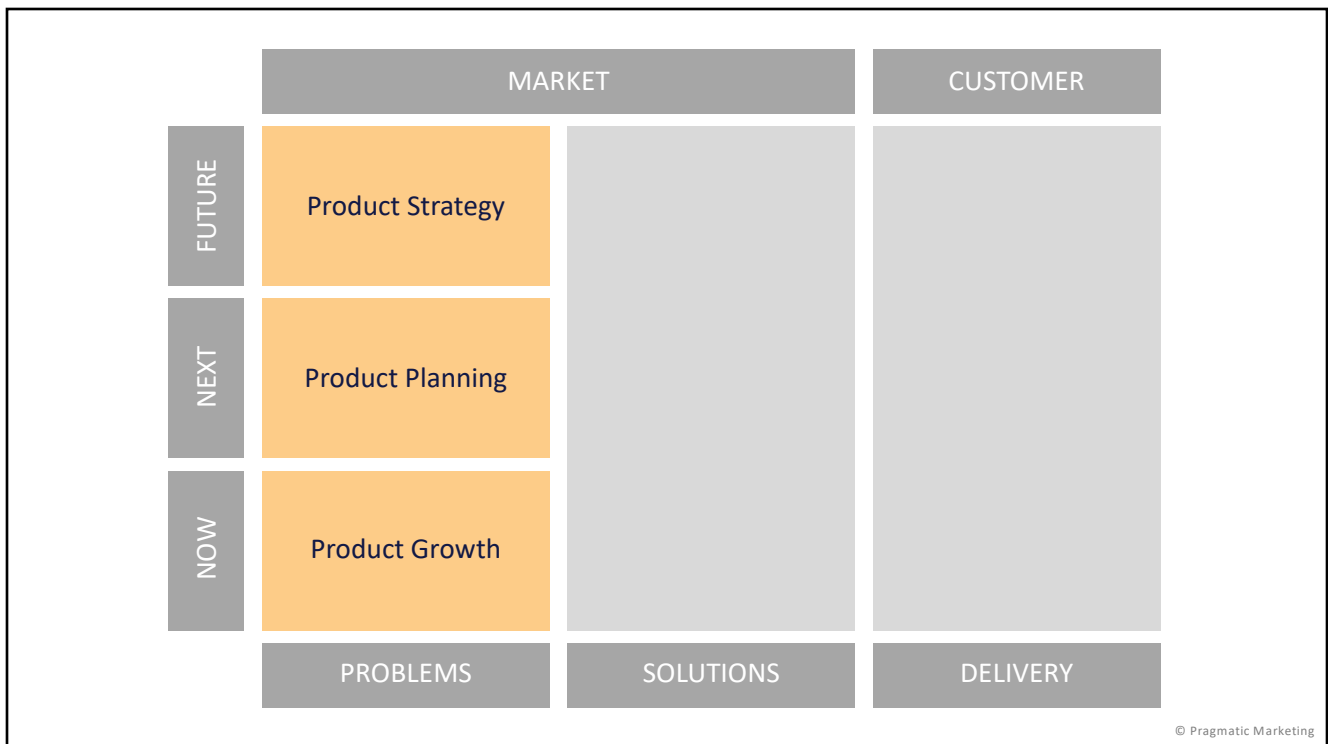
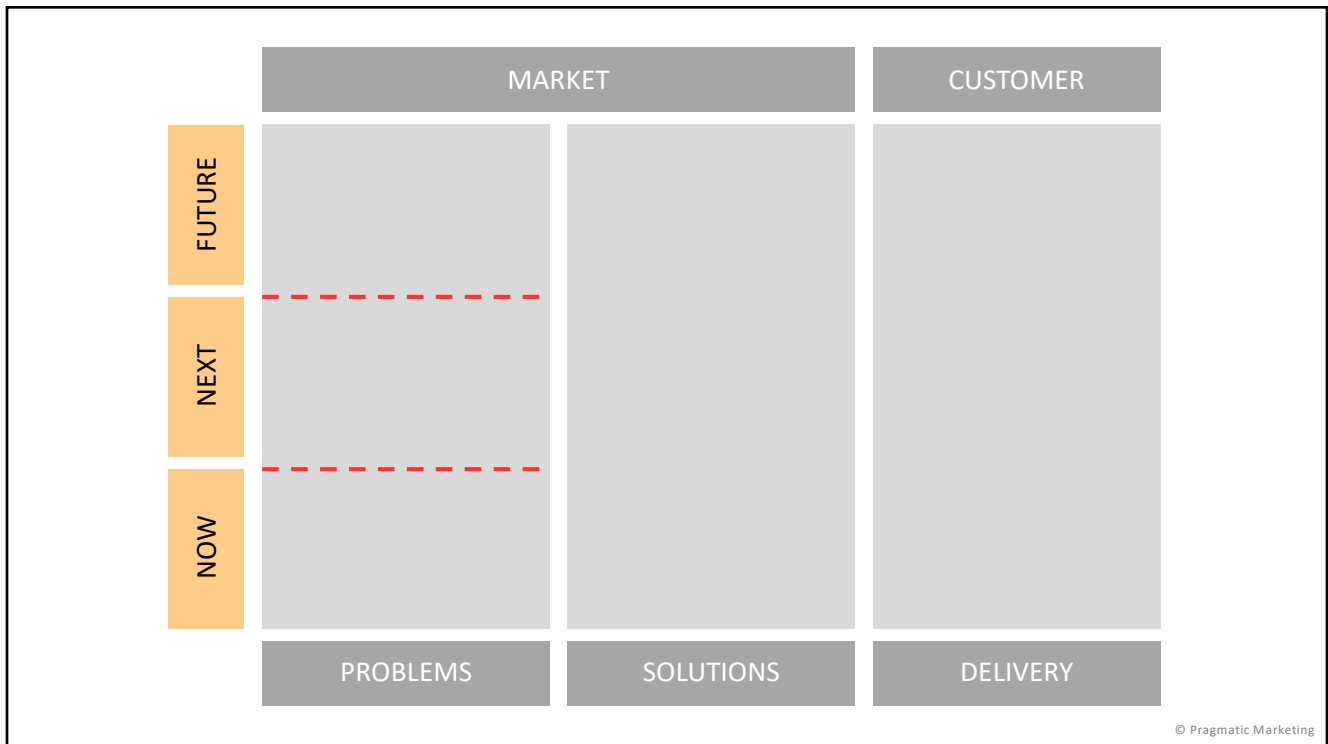
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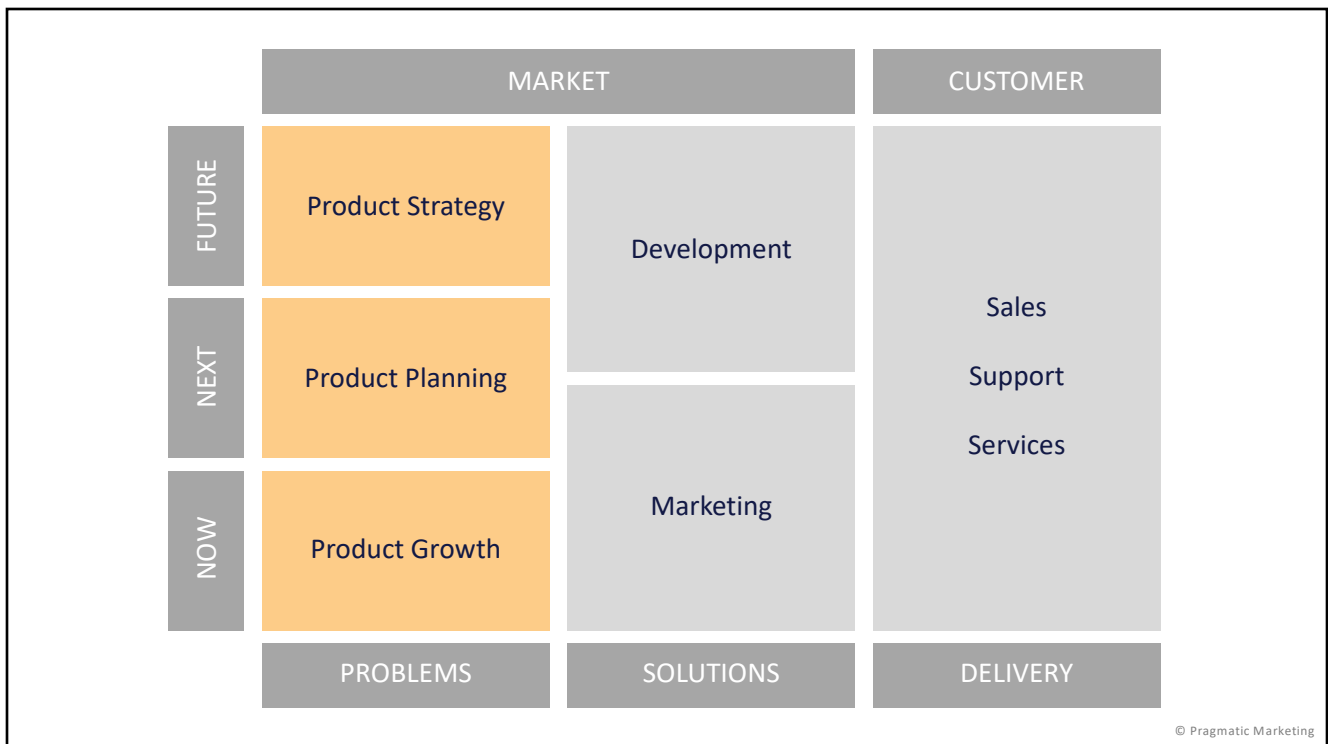
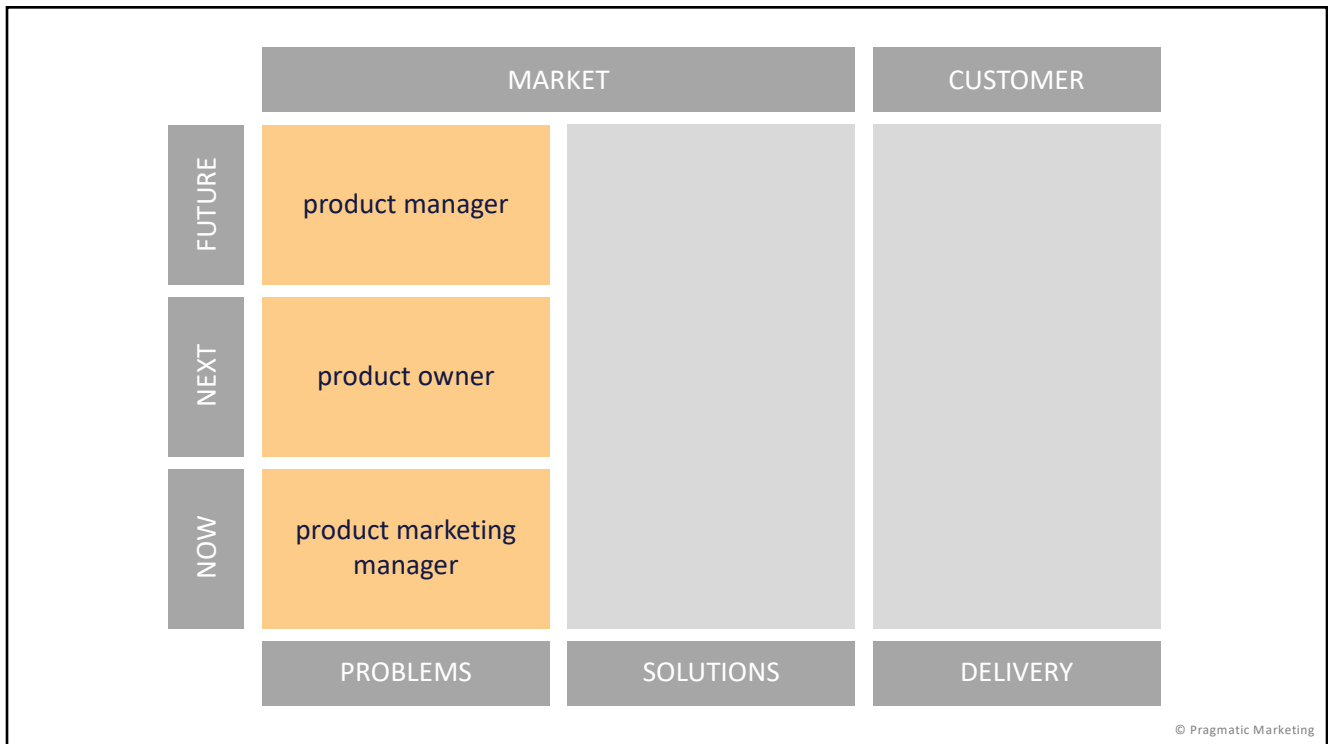
**Titles are a mess!**

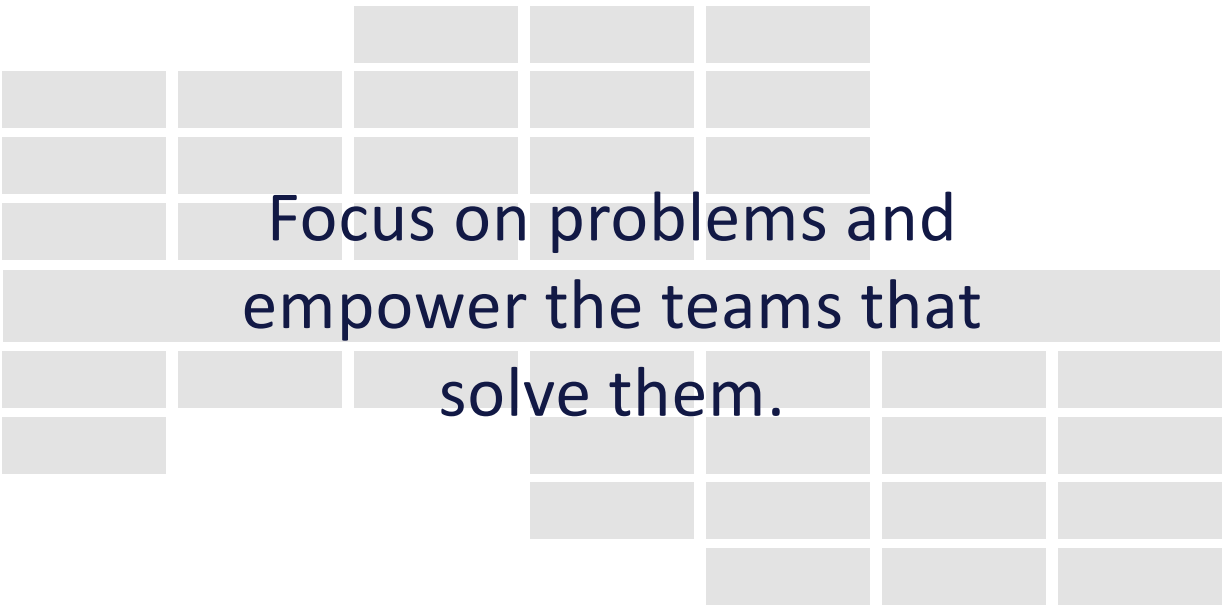
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Focus on problems and  
empower the teams that  
solve them.

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