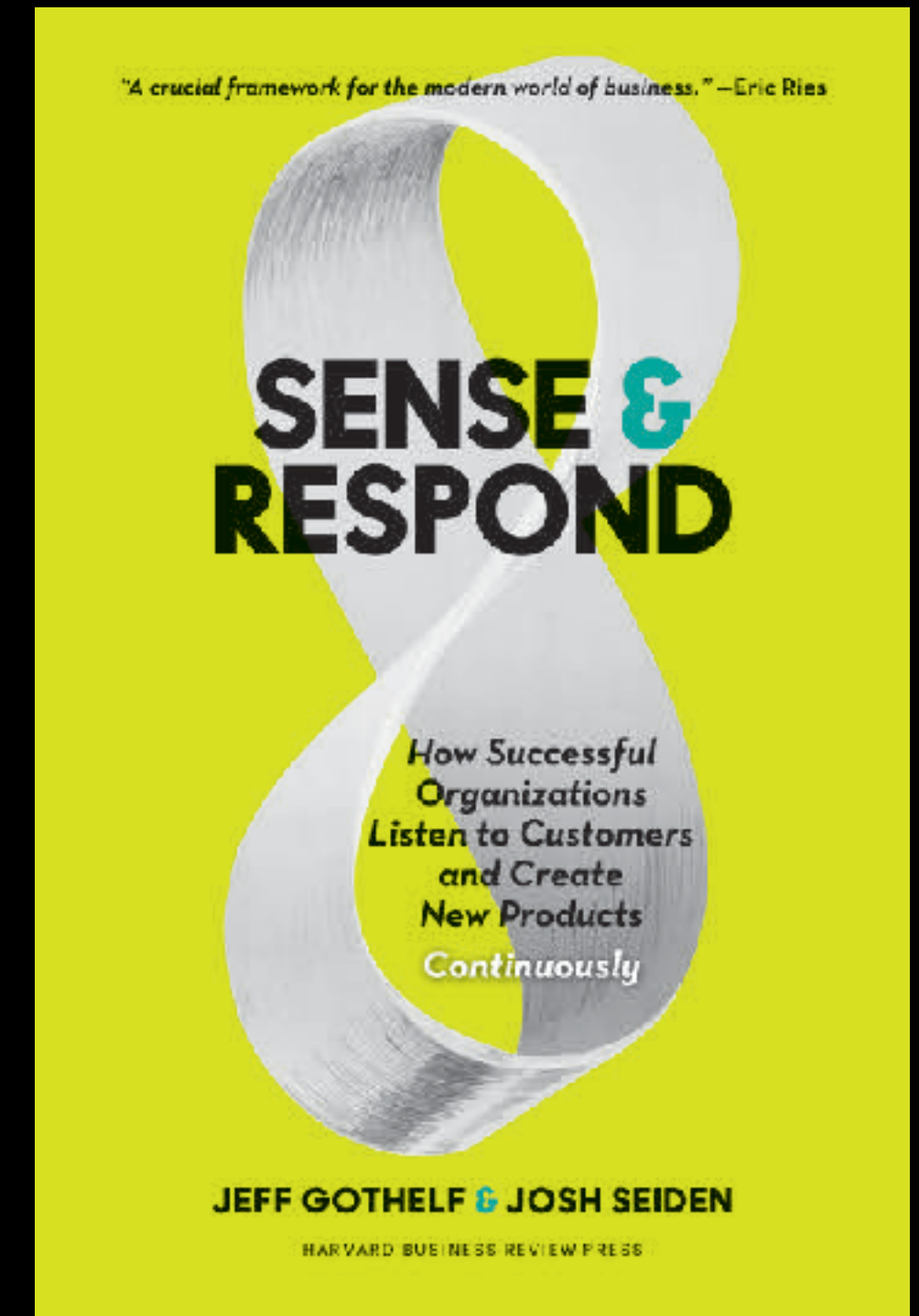


# PRODUCT MANAGERS SHOULD BE OUTCOMES MANAGERS



Josh Seiden  
@jseiden  
AgileAus18

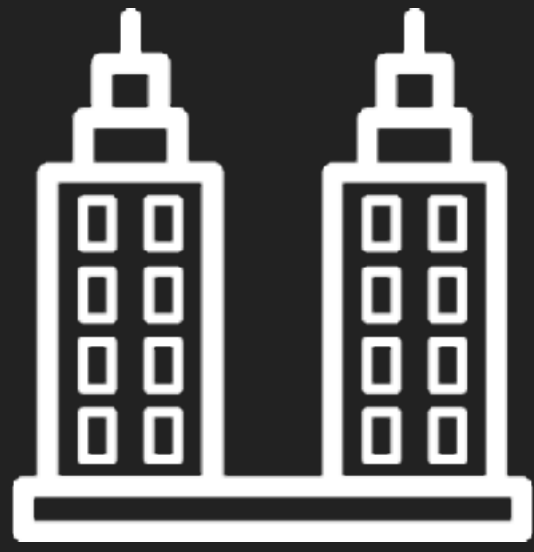












# IMPACT

Sell more mattresses



# OUTCOME

A measurable change  
in behavior that  
creates business  
results.



# OUTPUT

Shoe pads & signs

# CASE STUDY #1 TAPROOT FOUNDATION





**Volunteers**



**Non-Profits**



**Taproot Foundation**



**INCREASE NPS!**



Taproot Foundation



Volunteers



Non-Profits









# IMPACT

## Increase NPS

What are the  
measurable changes in behavior  
that will create this result?

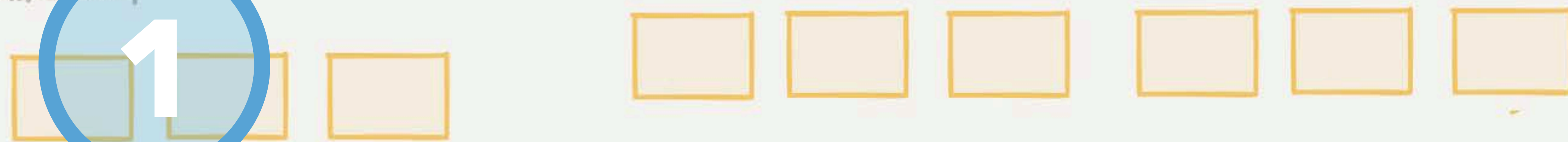




SELLERS



OUR ORGANIZATION



BUYERS

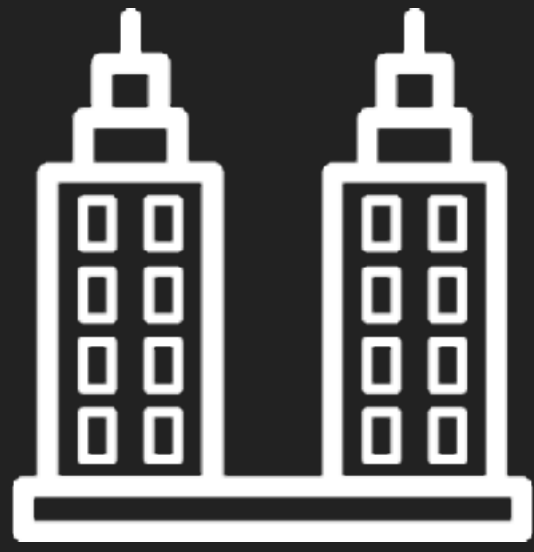




# OUR PLAN FOR 2018

- ① **OUTCOME #1: FASTER EMAIL RESPONSES**
- ② **OUTCOME #2: MEETING ATTENDANCE**
- ③ **OUTCOME #3: MORE SOCIAL TIME**
- ④ **OUTCOME #4: MORE EARLY MEETINGS**





**IMPACT**

Increase NPS



**OUTCOME**

Our prioritized list



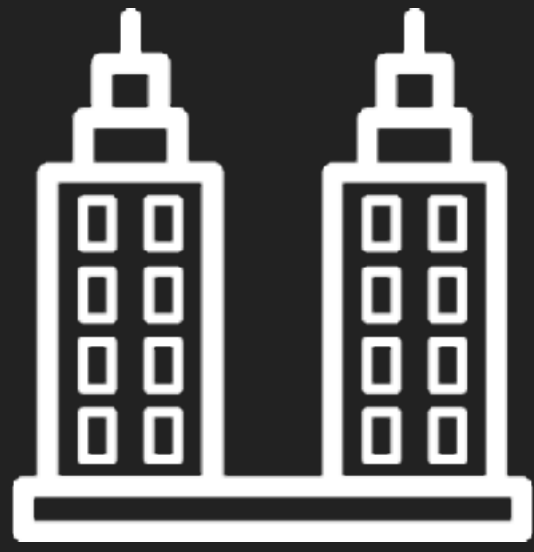
**OUTPUT**

(We still don't know!)



**OUTCOMES INCREASE AGILITY**  
**MANAGE COMPLEXITY**





**IMPACT**

Lagging indicator



**OUTCOME**

Leading indicator



**OUTPUT**

Experiment



# CASE STUDY #2

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MANAGING YOURSELF

In Praise of Extreme Moderation

by Avivah Wittenberg-Cox

When Sales and Marketing Aren't Aligned, Both Suffer

**SALES & MARKETING** DIGITAL ARTICLE by Wendy Ritz, Michelle D. Steward, Felicia N. Morgan, and Joseph F. Hair Jr.

SAVE SHARE

Protecting Customers' Privacy Requires More than Anonymizing Their Data

**SECURITY & PRIVACY** DIGITAL ARTICLE by Sachin Gupta and Matthew Schneider

SAVE SHARE

Asian Americans Are the Least Likely Group in the U.S. to Be Promoted to Management

**RACE** DIGITAL ARTICLE by Buck Gee and Denise Peck

SAVE SHARE

THE LATEST

EDITORS' PICKS

MOST POPULAR


FOR YOU

5 Common Complaints About Meetings and What to Do About Them

**MEETINGS** DIGITAL ARTICLE by Paul Axtell

You don't have to be in charge to take action.

SAVE SHARE



©JSEIDEN SEIDEN.CO

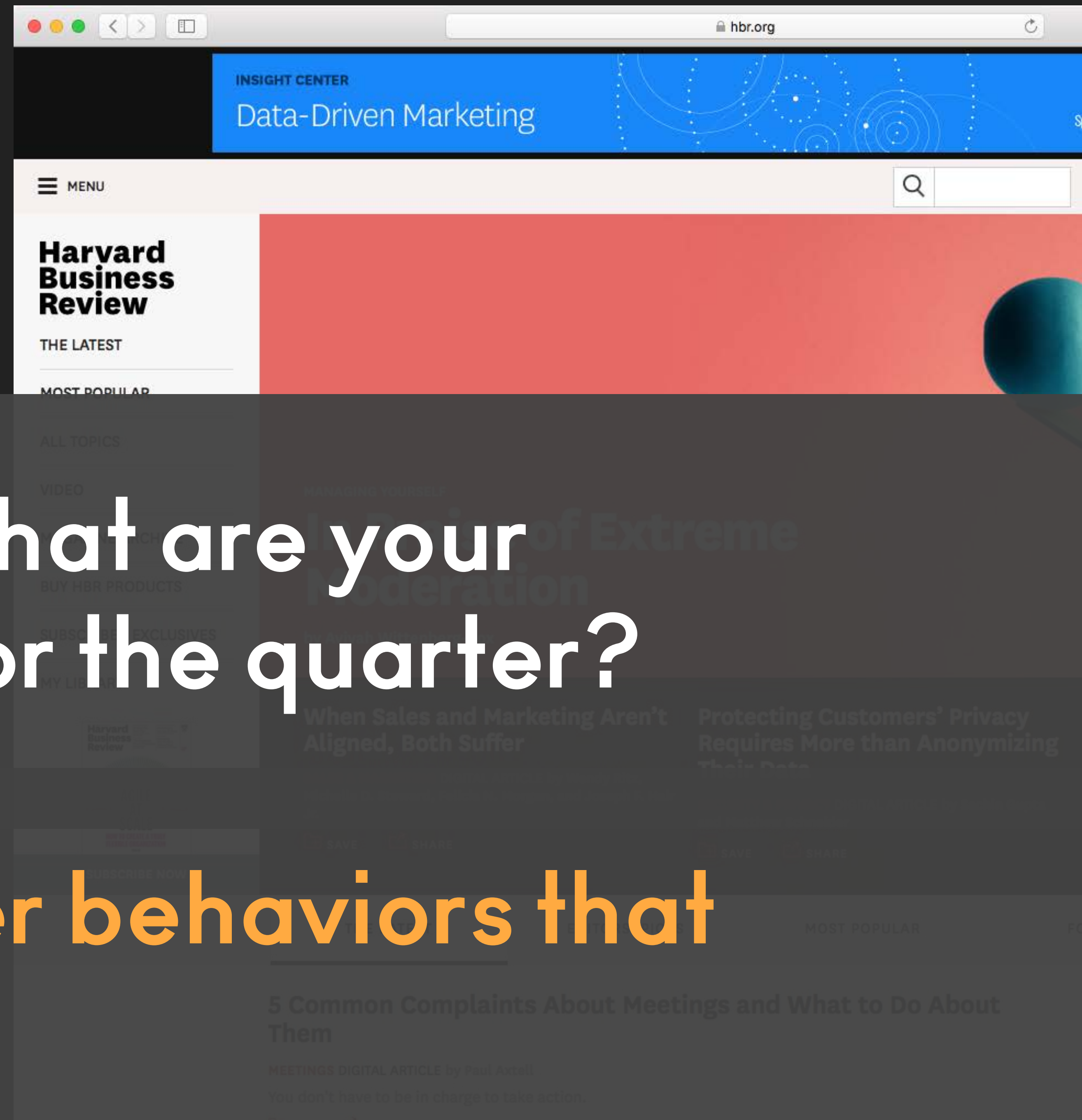


# Buy Team

How can we increase the amount of stuff that customers purchase from us?

With stakeholders: What are your business objectives for the quarter?

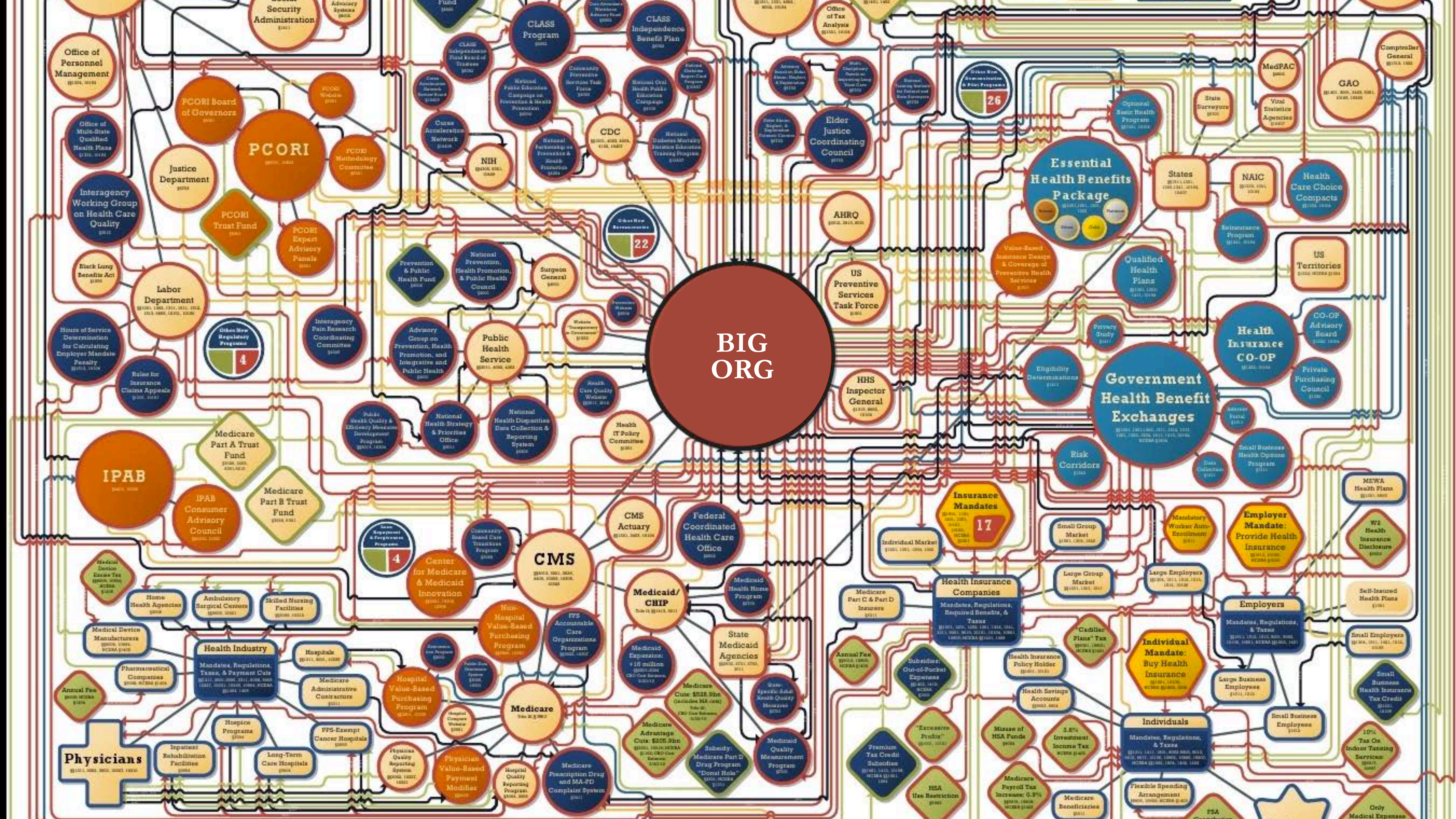
What are the customer behaviors that predict those results?



- 1. SET OUTCOMES** KEY CUSTOMER BEHAVIORS
- 2. PLAN** OUTCOMES -> EXPERIMENTS -> STORIES
- 3. SHIP** STORIES SERVE EXPERIMENTS
- 4. SENSE** DID BEHAVIOR CHANGE?
- 5. RESPOND** LEARN, ADJUST, REPEAT



BIG  
ORG





# CASE STUDY #3 BIG PRODUCT ORG



**LEADERSHIP**  
**SETS TARGETS**



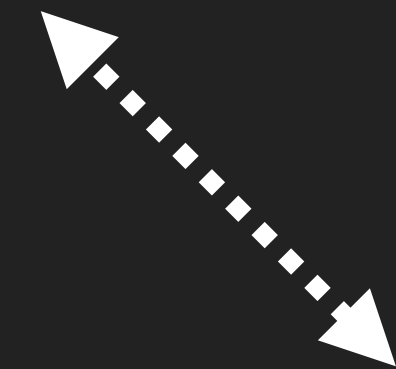
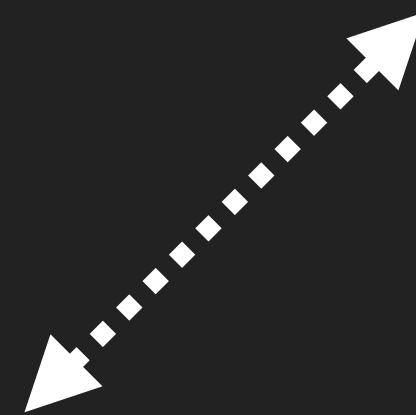
**TEAMS**  
**PLAN OUTPUT**



**LEADERSHIP**  
**SETS TARGETS**

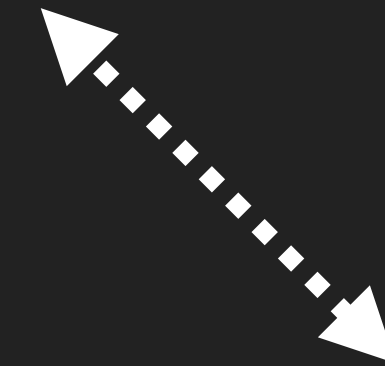
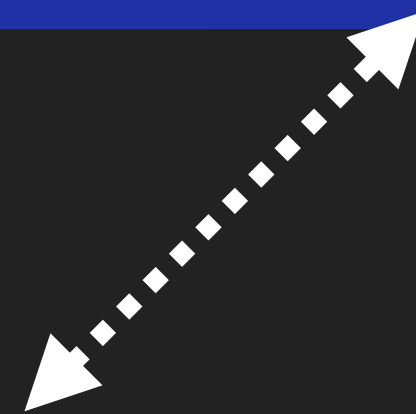
**PRODUCT MGRS**  
**PRODUCT PLAN**

**TEAMS**  
**PLAN OUTPUT**





# Commitment: Outcomes



**PRODUCT  
MANAGERS  
ARE  
OUTCOMES  
MANAGERS**



**HOW DO I**  
**MANAGE VIA OUTCOMES?**

# HOW DO I MANAGE VIA OUTCOMES?

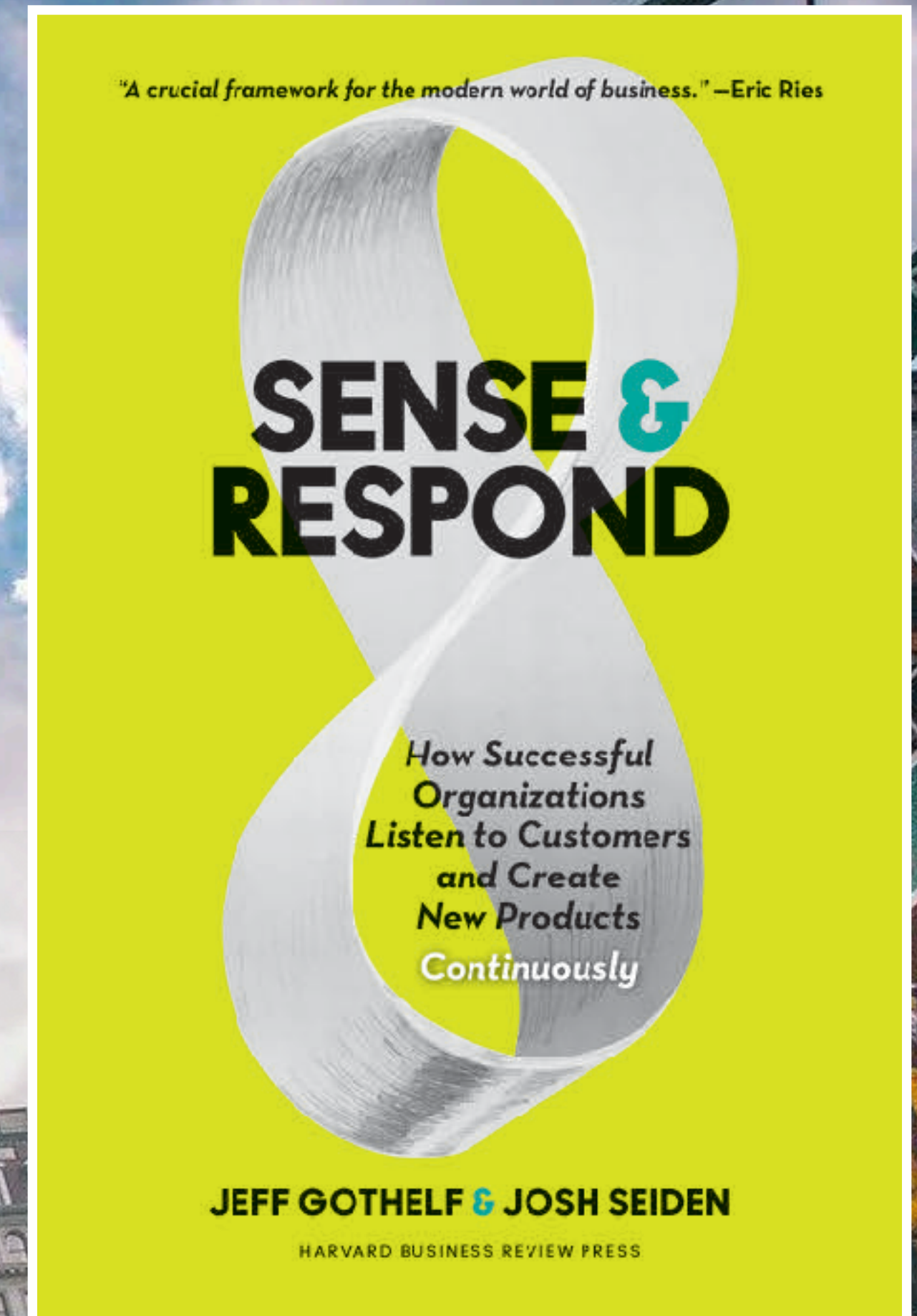
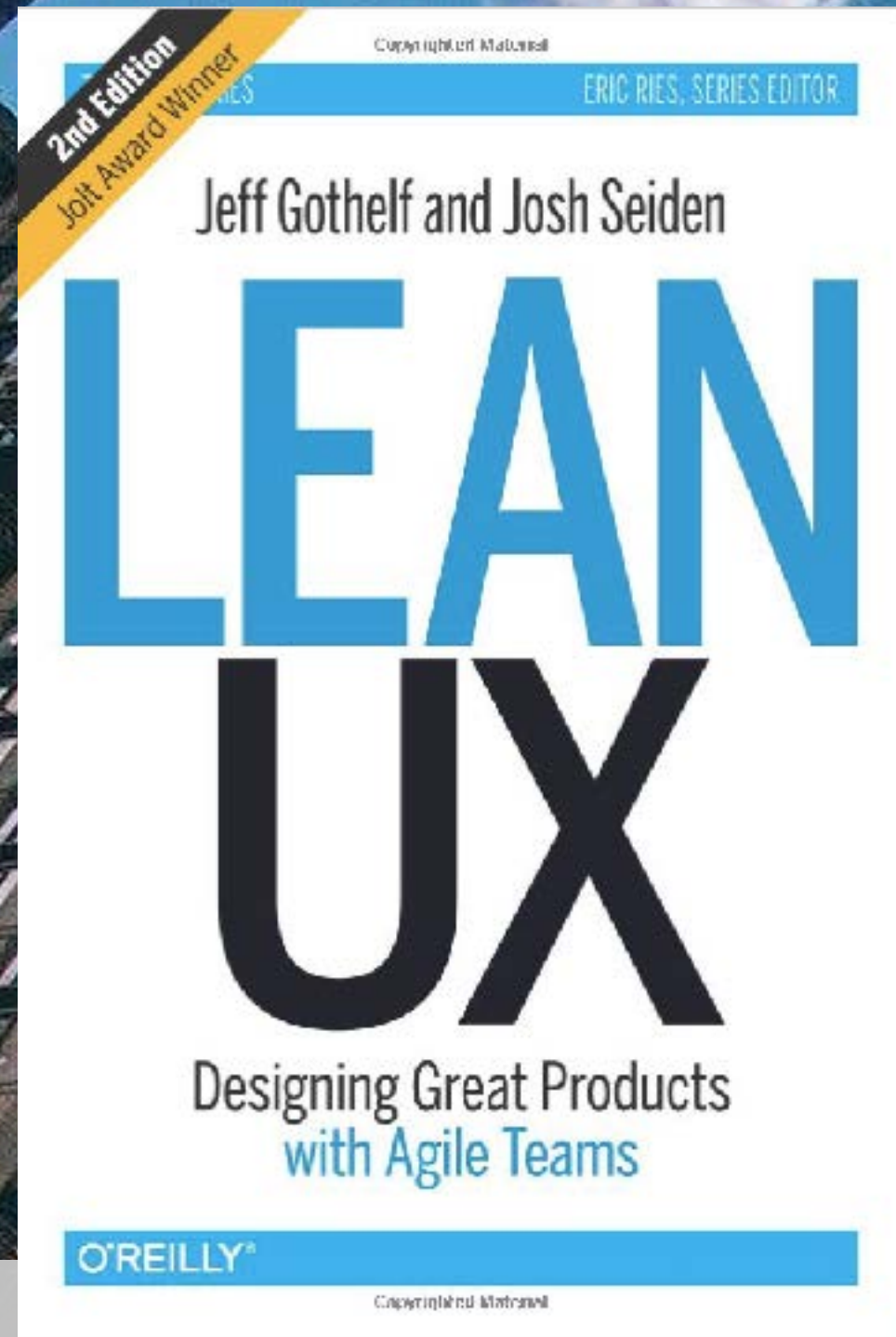
Outcomes:  
user and customer behaviors  
that drive business results

Ask:  
what customer behaviors  
predict results?

Plan:  
Change behavior to create outcomes



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JOSH SEIDEN / @JSEIDEN / JOSH@SEIDEN.CO

THANK YOU!