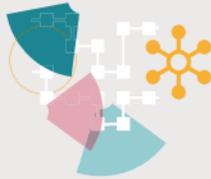


30 cards in 30 days

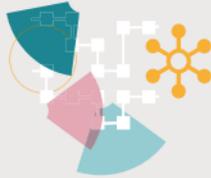




1 of 30

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

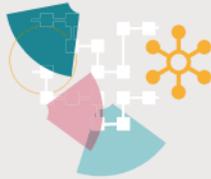




2 of 30

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

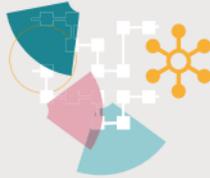




3 of 30

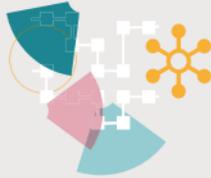
Do the sales team understand your product? Ask a member of sales for their elevator pitch.





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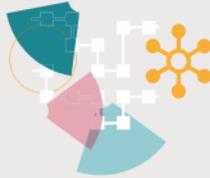
Name three risks your product faces
over the next year and mitigation
ideas.



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Block out weekly, one hour strategy
and thinking time.

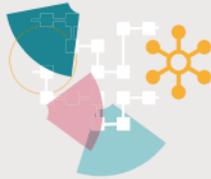




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Identify one activity you could
de-scope or change your approach to
gain more strategy time.

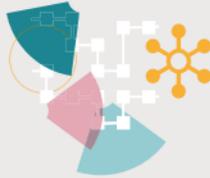




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Prioritise your next product release
feature set – what would you drop
first?

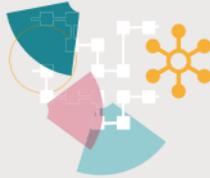




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Familiarise yourself with the product management process.

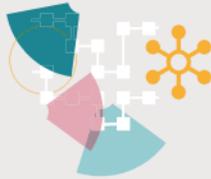




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How profitable was your product last quarter? Find out if you don't know.

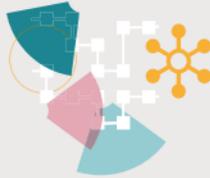




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Research your competition and find one a point of difference you have with each.

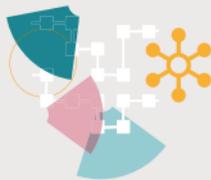




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Build a value proposition for your product.

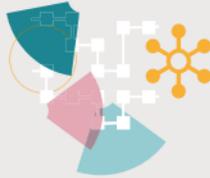




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When was the last time you connected
with your market?

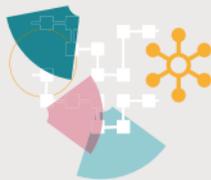




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Identify a relevant mega-trend for
your markets.

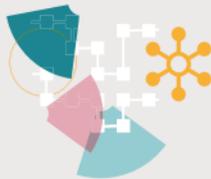




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List your product objectives for the
next twelve months.

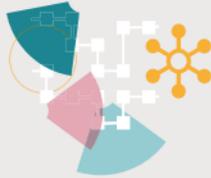




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Work out where your product is in
lifecycle and how you should maximise
that.

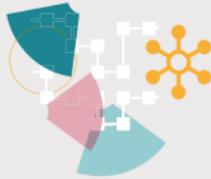




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Prioritise your next product release
feature set –what would you drop
first?

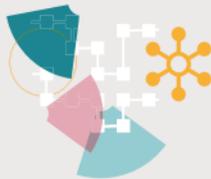




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Review your product price. What is the strategy behind the price?

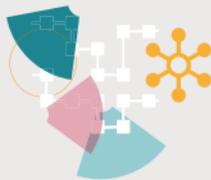




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Name your top three competitors and their point of difference.

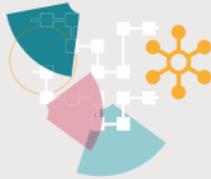




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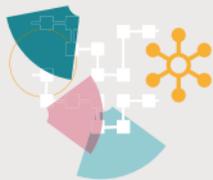
What are the three most important factors that drive customers in your market?





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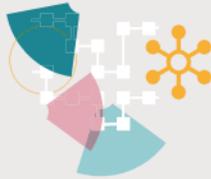
Write a user story describing how an end user might engage with your product.



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

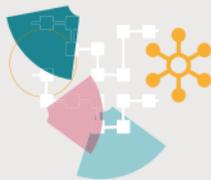




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Build a customer problem statement.
How could your product address it?

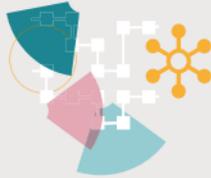




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Talk to the sales team to find out the details behind your products wins/ losses this month

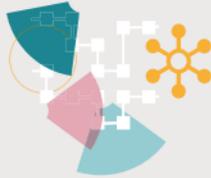




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Write down three ways your customers usage of your product might change over the next three years.

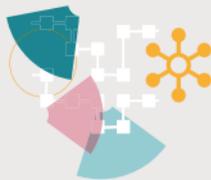




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What technology trends could drive change in your market?

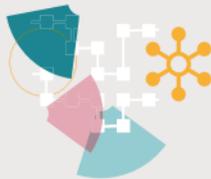




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When did you last review your product plan? Over 7 days? Review it now.

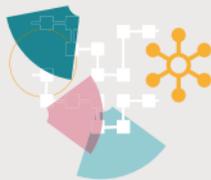




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What are the top three benefits your product offers? Write them down!

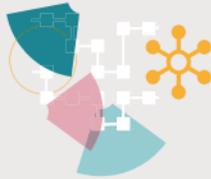




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What do you think your market will
look like in five years?

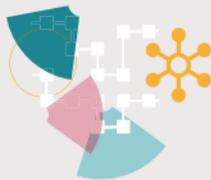




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Understand you key competitors
pricing strategy.





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

