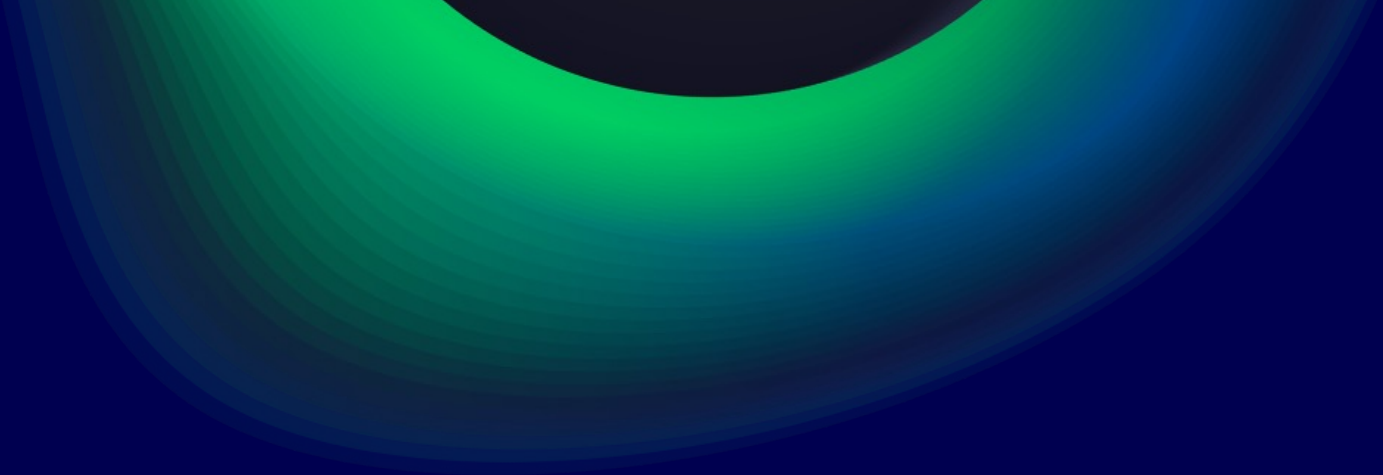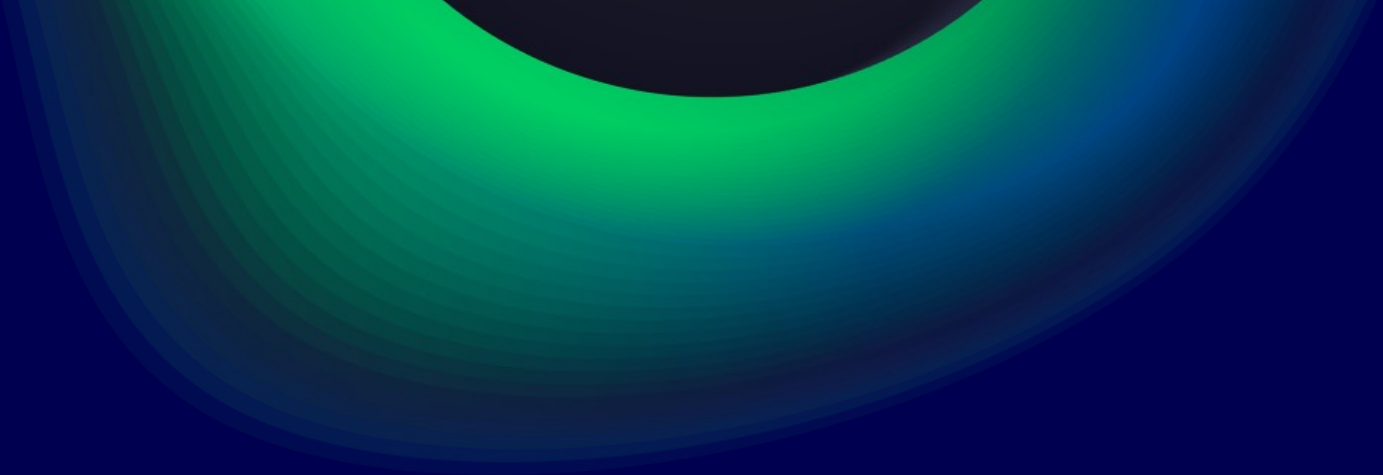emnify

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Seven Hard Learnings of a Productaholic

KNUD KEGEL

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This session is about some hard learnings against common wisdom

Who am I and why
I had the chance to learn

#1 KPIs

emnify

Your Product KPIs are meaningless to every executive

#2 Inspire

An inspiring product strategy won't win

#3 Prioritization

Prioritization frameworks eat strategy for breakfast

#4 Success

Features don't drive product success. Experience does.

#5 Bullshit

Fighting against bullshit requires hard work

#6 Scrum

Scrum does not work for remote teams

#7 The PO

You are not the product owner

Exercise

7 hard learnings

1. Your Product KPIs are meaningless

2. An inspiring product strategy won't win

3. Prioritization frameworks eat strategy for breakfast

4. Features don't drive product success. Experience does.

5. Fighting against bullshit requires hard work

6. Scrum does not work for remote teams

7. You are not the product owner

Exercise

Take one of the 7 learnings and think 5min about situations in your career.

Do you have similar learnings? Please share with the group.

The end.