

Forewords by Marty Cagan and Martin Eriksson	1, 3
Introduction: Strong	5

PART I: WHAT PRODUCT MANAGERS DO— DEFINE YOUR GOOD

Chapter 1: Your Role in This Game	13
Chapter 2: A Quick Team Assessment	27
Chapter 3: The Role of Product Managers	33
Chapter 4: Define Your Good	41

PART II: MANAGE YOUR TEAM—FIND YOUR VOICE

Chapter 5: Being a Great Boss	55
Chapter 6: Identifying and Closing Product Manager Gaps	65
Chapter 7: The Power of Coaching	83
Chapter 8: Monitoring Performance and Giving Feedback	103
Chapter 9: Motivation Do's and Don'ts	119
Chapter 10: Building Individual and Team Alignment	129
Chapter 11: How to Find the Time	139

PART III: FIND AND RECRUIT GOOD PRODUCT MANAGERS— ATTRACT THE BEST PEOPLE

Chapter 12: Where to Find Great Product Managers	149
Chapter 13: Interviewing, Assessing, and Hiring Candidates	159
Chapter 14: Effective Onboarding	181

PART IV: DEVELOP YOUR EXISTING PRODUCT TEAM— TRAIN FOR EXCELLENCE

Chapter 15: Help Your Product Managers Create a Product Vision and Set Goals	197
Chapter 16: Hypothesis-Driven Product Development and Experiments	213
Chapter 17: Balancing Product Discovery and Product Delivery	239
Chapter 18: Time Management for Product People	253
Chapter 19: Working with the Cross-Functional Product Development Team	267
Chapter 20: Communicating Directly and Openly	281
Chapter 21: Planning and Prioritization	295
Chapter 22: Increments and Iterations	307
Chapter 23: Product Evangelizing and Storytelling	317
Chapter 24: Keep the Senior PMs Engaged	329

PART V: CREATE THE RIGHT ENVIRONMENT— BUILD A GREAT CULTURE

Chapter 25: The Product Organization's Location in the Company's Org Chart	339
Chapter 26: Change from Within	347
Chapter 27: Foster the Agile Mindset	353
Chapter 28: Handling Conflict	363
 A Final Note	 377
Acknowledgments	381
About the Author	385