



What I learned about  
Product Management  
by teaching it.



**Mike Belsito**  
Co-Founder  
Product Collective





3 Don't be afraid to pivot

INDUSTRY







# Lesson #1

The job that people hire your product for may not be what you think it is.







So much great pizza in Lakewood, Ohio  
😍😍😍





Get the kids home ASAP —  
and feed the family.



# HOT-N-READY ZONE

Crack Your Own Pizza

**EXTRA MOST BESTEST PIZZAS**

**\$9** **STUFFED CRUST**

Hot N' Ready

PIZZA • CRAZY BREAD • CAESAR WINGS • ITALIAN CHEESE BREAD

THE PIZZA Portal

1 Adam S  
2 Heather L  
3 Mike M  
4 Shawn O  
5 David P  
6 Chris W  
7 Sophie E

BUY N' READY

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

EXTRA MOST BESTEST

MAKE YOUR favorite PIZZA

MAKE YOUR favorite PIZZA

pepsi

pepsi

MAKE YOUR favorite PIZZA

Sometimes... it has to be a Little Caesar's night

STEP RIGHT UP TO THE PIZZA Portal



“[When building a product], what we have to do is figure out what’s going on in people’s lives and see how we fit into theirs. So part of it is starting with the person, not with the product”.

BOB MOESTA, CEO of the Re-Wired Group





## Lesson #2

Sometimes the people who are often silent are the ones who can add the most value.





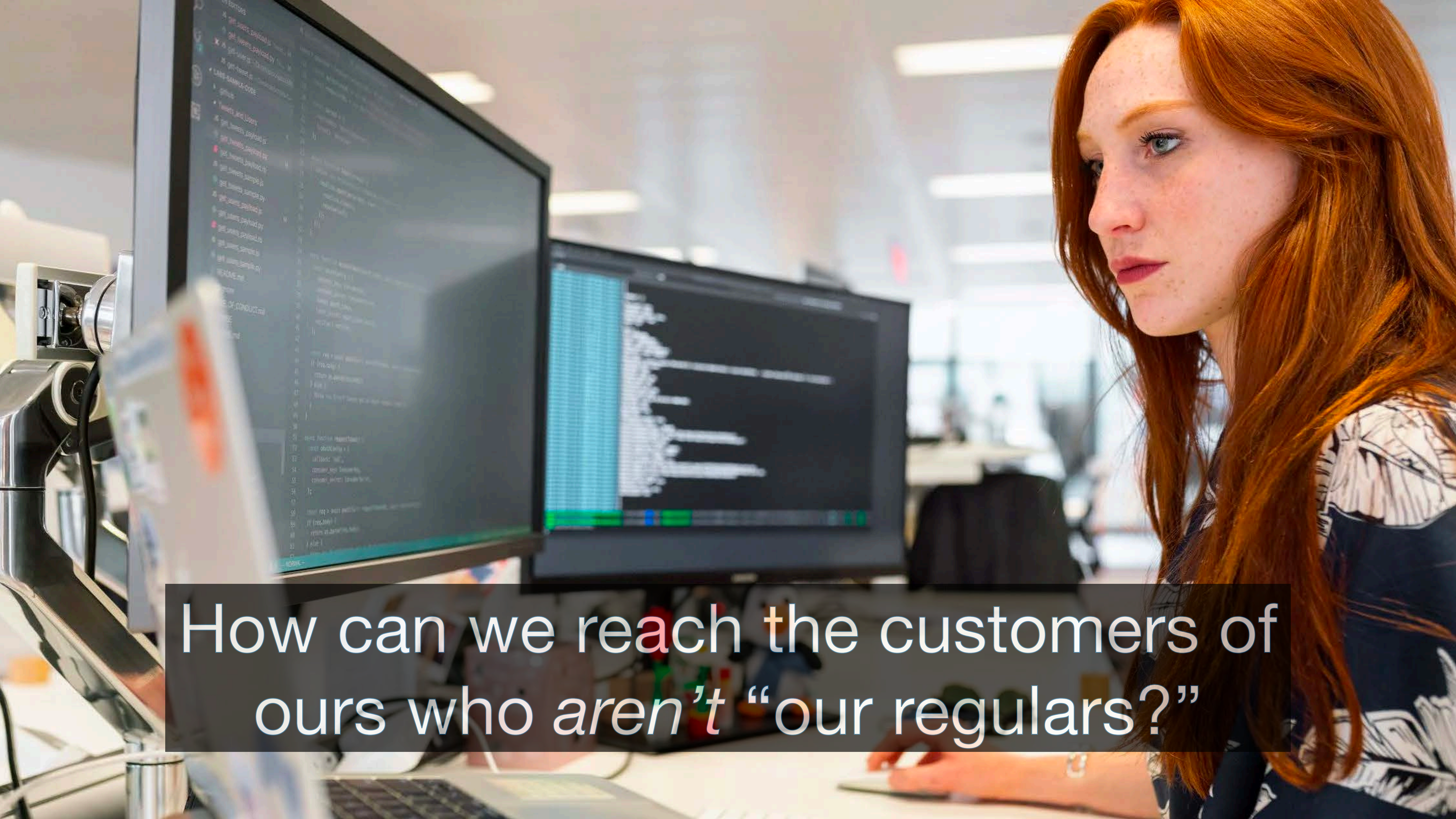
“In the beginning of the semester, I assumed product management *was* project management. But I now know that it can't be... because the end of a project is when the product is finally launched. But if all goes well, product... is forever.”



“In the beginning of the semester, I assumed product management *was* project management. But I now know that it can't be... because the end of a project is when the product is finally launched. But if all goes well, product... is forever.”







How can we reach the customers of ours who *aren't* “our regulars?”





## Lesson #3

Many people prefer an *active* learning experience — not a passive one.



Navigation icons: Home, Back, Forward, Clock

Search: Search Stanford University

**GSE IT** [Profile Icon]

- Threads** (Selected)
- All DMs
- Drafts
- @ Mentions & reactions
- Saved items
- Slack Connect** (NEW)
- More
- Channels
  - # general
  - # new

**Threads** [Close]

**Joe Sherman** 8 days ago  
Joe Sherman and you

**Diana Lam** 8 days ago

Reply...

**learning-solutions** GSE IT  
Joe Sherman, Jonathan Lai, and 2 others

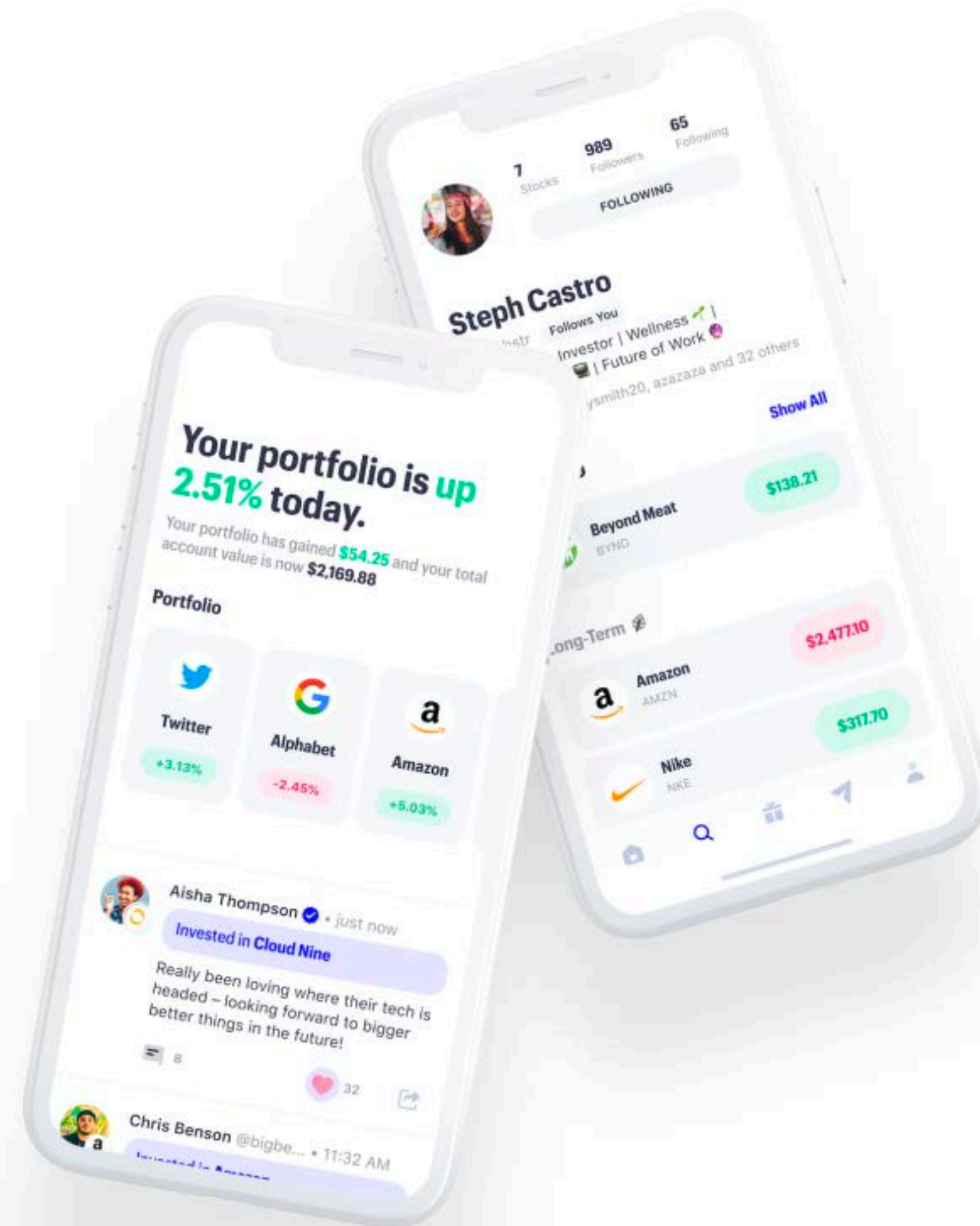
**Diana Lam** 9 days ago

**Melody Wu** 17 days ago

Reply...

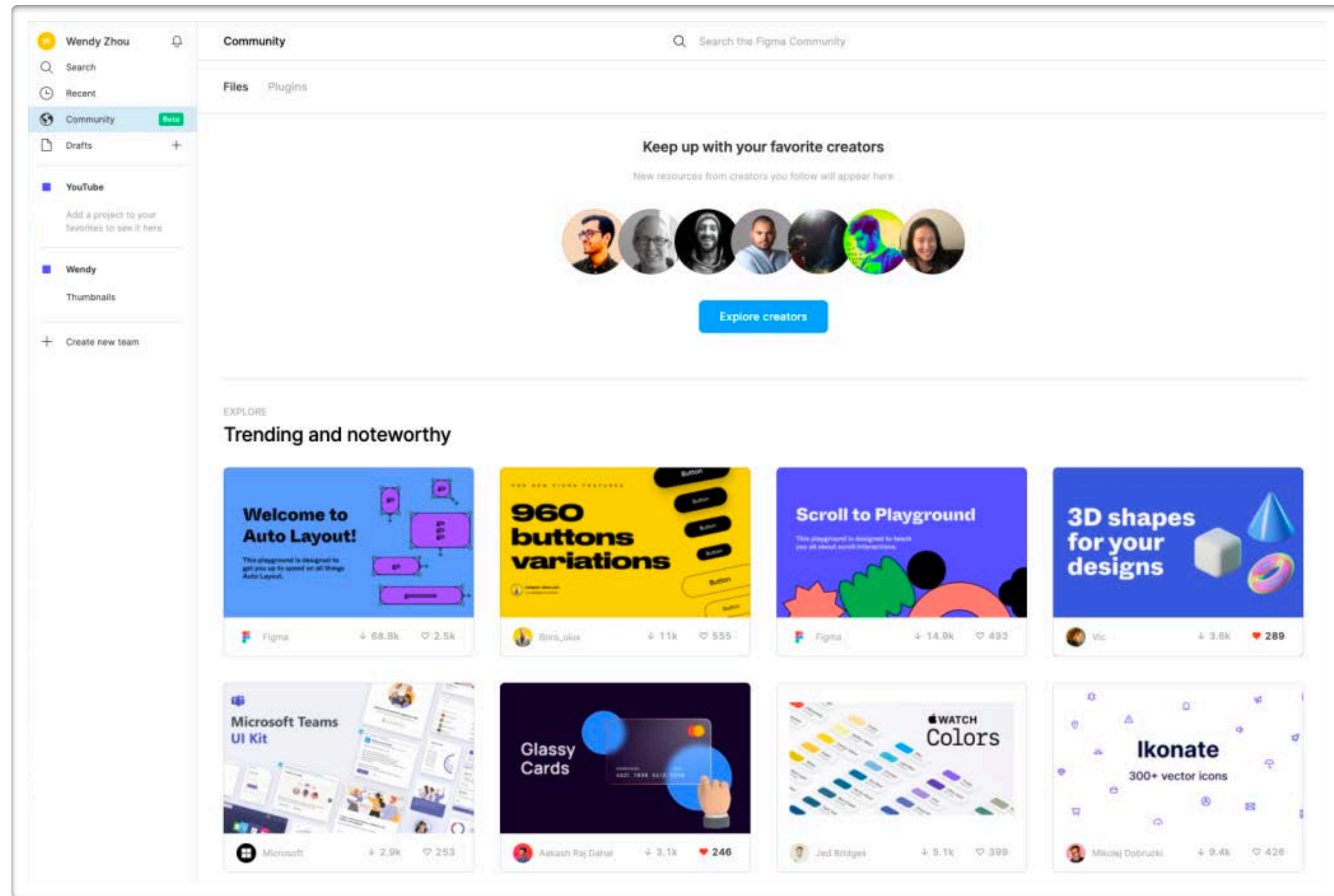


# Content + Community > Content Alone



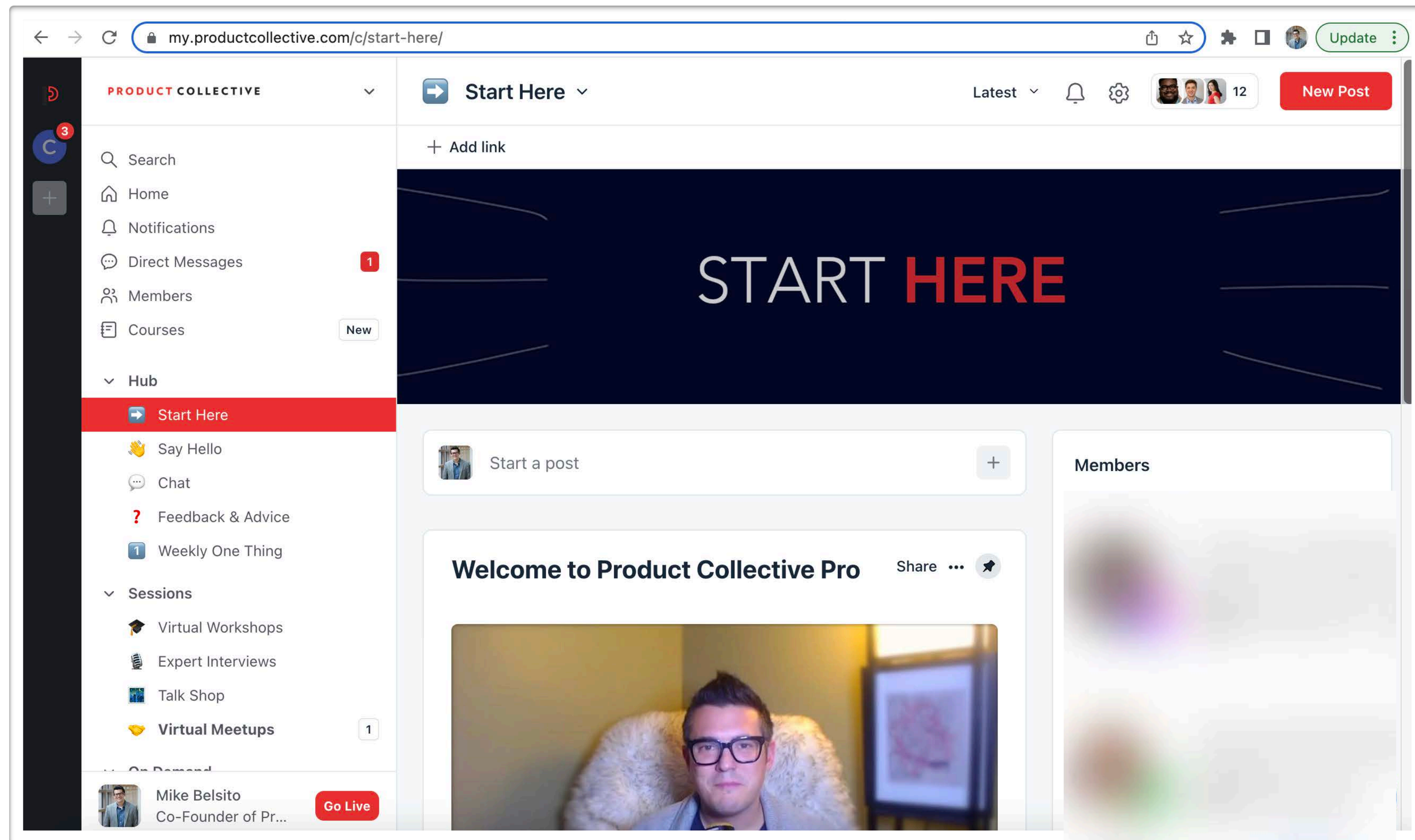


# Content + Community > Content Alone





# Content + Community > Content Alone





## Lesson #4

It's always important to start with a plan...  
but be prepared to iterate.







HBR case studies used to be the norm



# Midway through, I asked the students how they thought things were going.

The screenshot shows a Canvas LMS interface for a course titled "MGMT 395 - First Feedback 2020". The top navigation bar includes a "Send" button and a user profile icon. Below the navigation bar, there are tabs for "Questions", "Responses" (with a count of 9), and "Settings". The main content area features a text box with the following text:

**Now that you've had a chance to experience MGMT 395 for the first few sessions, please share your feedback on how class is going.**

I'm a product person – so I'd like to treat this class as a "product" of sorts! Your feedback on the experience is important to me, and while the rest of the semester is planned out – I may be able to make some pivots along the way based on your feedback.

Below the text box is a question editor for a "Linear scale" question. The question text is: "On a scale of 0-10, how likely would you be to recommend this class to peers of yours?". The scale is set from 0 to 10. There are input fields for optional labels at 0 and 10. A "Required" checkbox is visible at the bottom right of the question editor. A vertical toolbar on the right side of the editor contains icons for adding, deleting, and editing content.



# It turns out there are different ways to learn



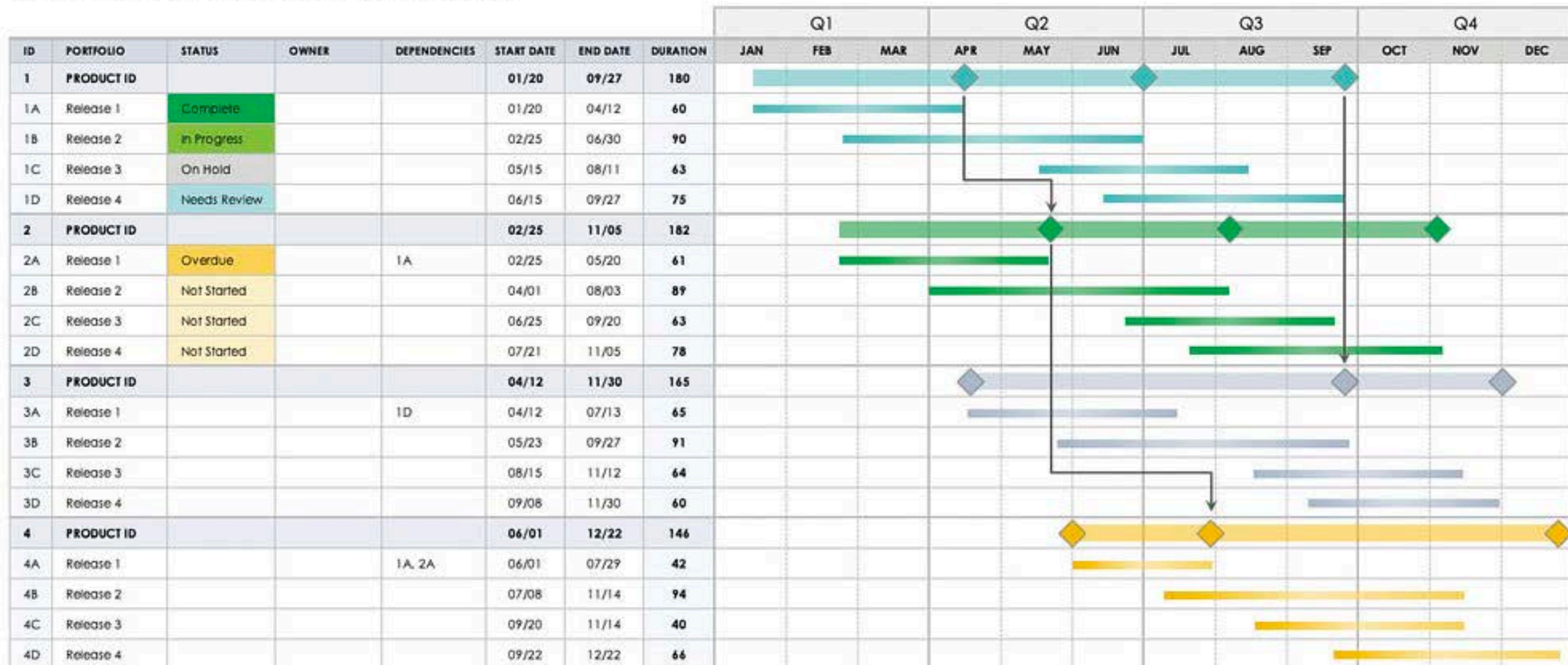
A YouTube video player interface. The video shows a man in a tan shirt pointing towards the camera in a meeting room with large windows. The video progress bar is at 1:09 / 32:50. Below the video, the title is 'I am a Product Manager' by 'Product C...' with 2.41K views. There are buttons for 'Analytics', 'Edit video', and 'Share'. The video has 56 likes and was viewed 3.3K times 1 year ago.





# If I can iterate my class plan — why can't iterate our product plans?

MONTHLY PRODUCT RELEASE GANTT CHART







## Lesson #5

It's not just about engagement—  
it's about effectiveness.





Did we *actually* make our customers' lives better with our products?



Are we looking at the *right* dashboard?





One thing left to leave you with.



“Learn how to see. Realize that everything connects to everything else.”

- Leonardo DaVinci







What I learned about  
Product Management  
by teaching it.



[mike@productcollective.com](mailto:mike@productcollective.com)

[ProductCollective.com](https://ProductCollective.com)

[INDUSTRYconference.com](https://INDUSTRYconference.com)





What I learned about  
Product Management  
by teaching it.



[mike@productcollective.com](mailto:mike@productcollective.com)

[ProductCollective.com](https://ProductCollective.com)

[INDUSTRYconference.com](https://INDUSTRYconference.com)