

Geekcamp 2017

# Mastering Effective Communication for Product Manager



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## @dhiku

VP Product at KMK Online  
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Business Process & Intelligence Manager  
Emtek Tbk, Coca-Cola, and Danone

Java Engineer  
TelkomSigma

Education Background  
Computer Science & MBA



A day in life of a **product manager**

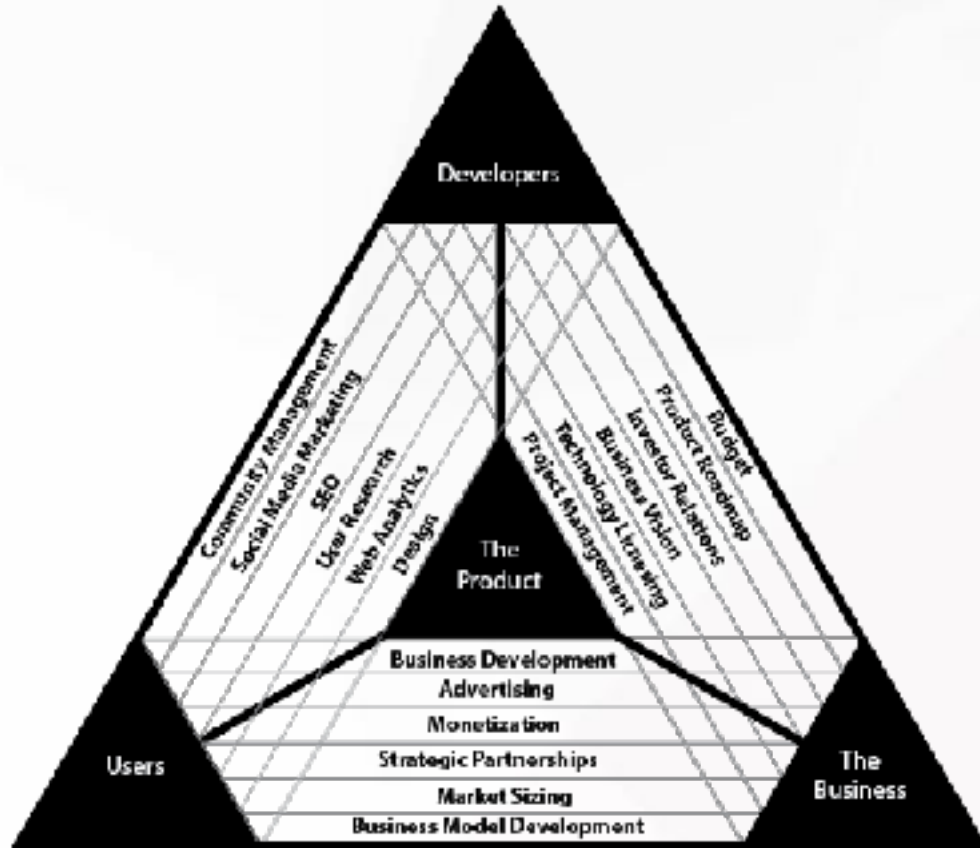


**Everybody needs something.**

**Now!**

what you gave last week maybe too complicated,  
too simple, too high level or too low level

# Understanding The Product Network





A great product manager is capable of openly and empathetically listening to **customer needs**, aligning those needs with the **company's goals**, and articulating a plan to **internal stakeholders**

As a product manager, the better you **communicate**, the easier your job will be.

How?



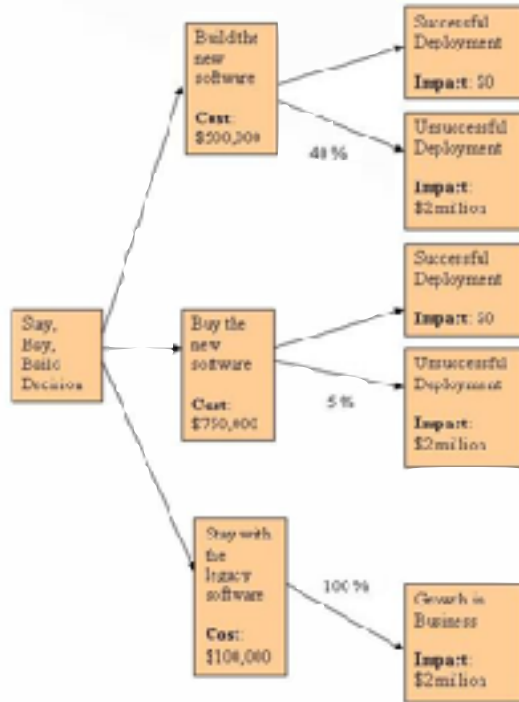
# Understand the Common Principles

Practice active listening and be the last one to speak

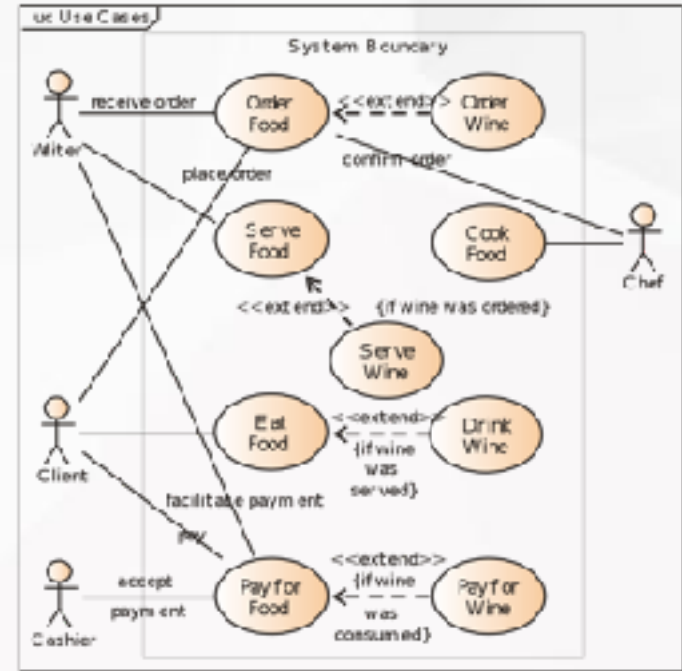
People can't know what you don't tell them. be thorough and provide context

Clarity over comfort, clear message and why

# Improve your white boarding skill

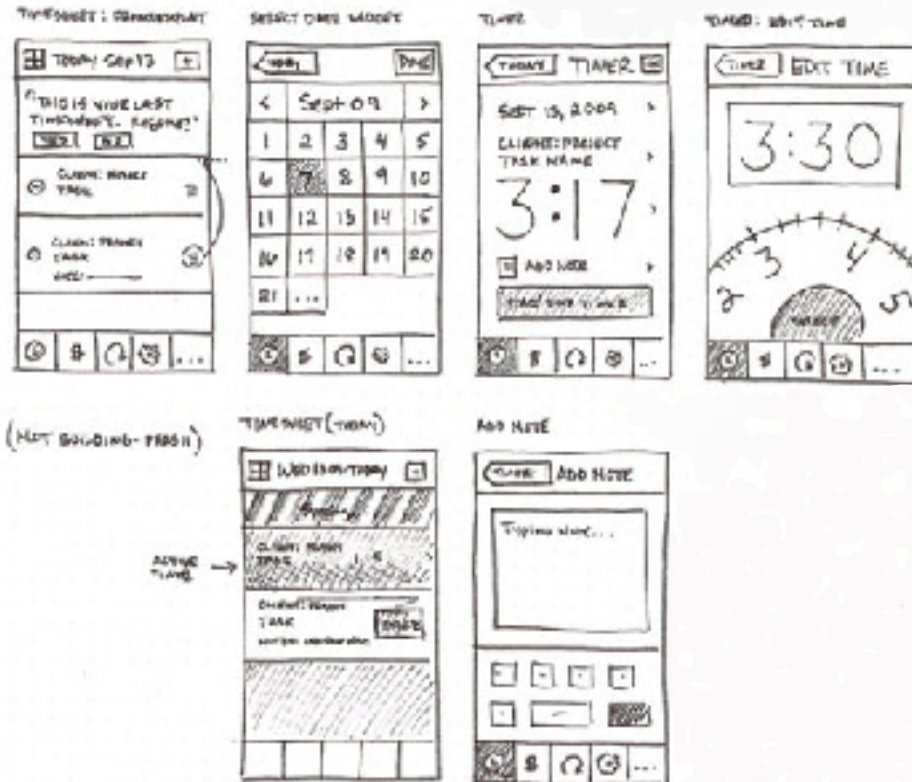


Decision Tree Diagram



Use case diagram

# Learn how to sketch better



# Practice your presentation skill

Be a good storyteller

Verbal communication skills matters, but eye contact, gestures, tone of voice also just as important

Be prepared

How to get more **effective** and  
better in collaboration?

# Share common goals to the team

Iterate your product vision

Define metrics or OKR, become transparent

Force yourselves to get everyone on the same page about what's important for the business right now

# Get regular!

Balance the time you spend together and apart

Regular meeting daily, weekly, or monthly

The best teams align in person, work it out separately,  
and check in daily

# Effective use of product tools

Pivotal Tracker (engineer, designer, QA)

Zeplin, Invision (engineer, designer)

Slack (team communication)

Google docs, sheet, slide (team collaboration)



# **Build relationship, trust, and respect**

Communication survival guide to  
Engineers, Designer, and Management

# Communication with Engineers

Involve them on the process (design sprint, roadmap)

Build relationships with engineers so they know the 'why' not just the 'what.'

Try to learn their language, tech stack, performance, optimization, file size, etc

# Communication with Designers

Explain user problem

Give room for creativity, set boundary

Learn how to give a better design feedback

# Communication with Management Team

Elevator pitch about understand what the team is working on and your priority (roadmap)

Over communicate in terms of crisis, understand when to escalate

Share feature release, own the spotlight

**Communicating well does not simply mean  
communicate often.**

instead, knowing

- a) what level of detail they should share,
- b) at what frequency, and
- c) with whom

It's also important to regularly praise and publicly amplify the good work your team is doing

**Value the process, celebrate the results**

**Thank you!**

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