

Innovate Your Planning Process using Quartz



Product Growth
Leaders

Steve Johnson Product Growth Leaders

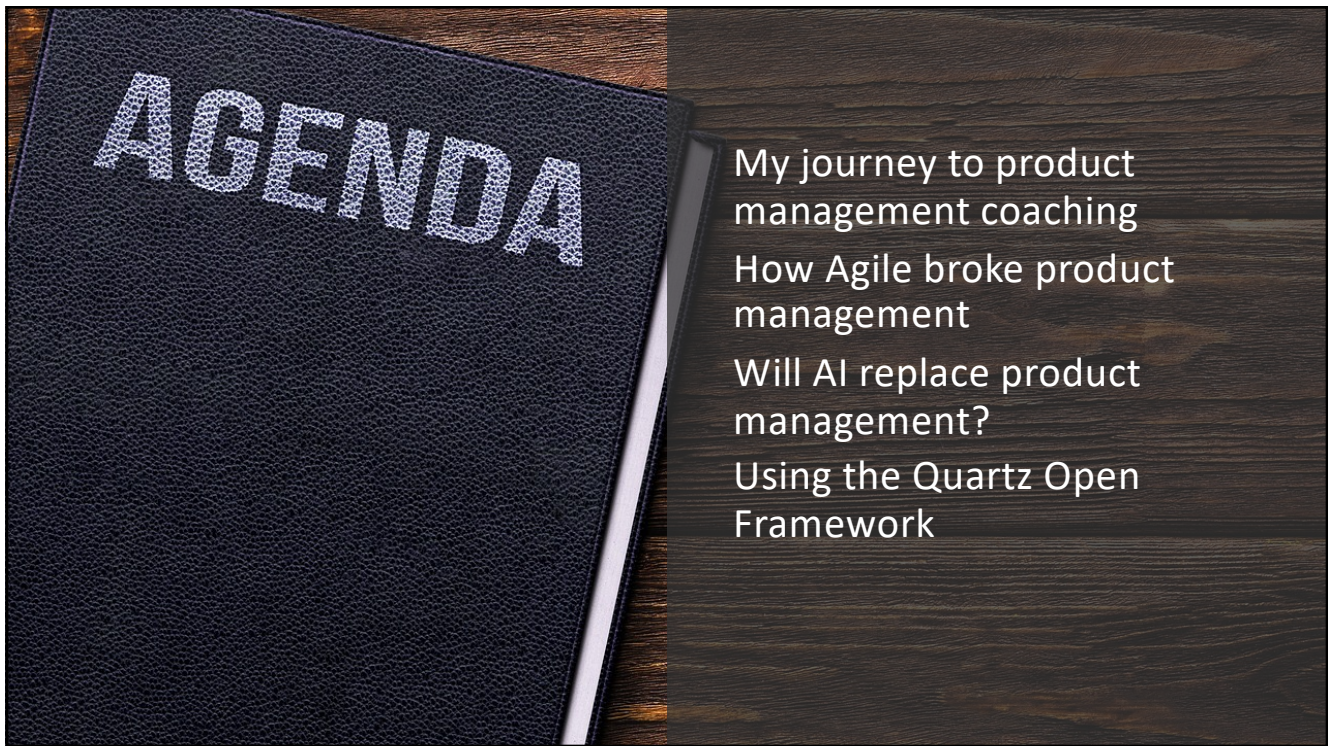
I help teams overcome the chaos in managing products.
Author, speaker, guitar player, clean-shaven since 2024.

✉ steve@productgrowthleaders.com

in [/in/sjohnson717](https://www.linkedin.com/in/sjohnson717)

▶ [@SteveOnManagingProducts](https://www.youtube.com/@SteveOnManagingProducts)





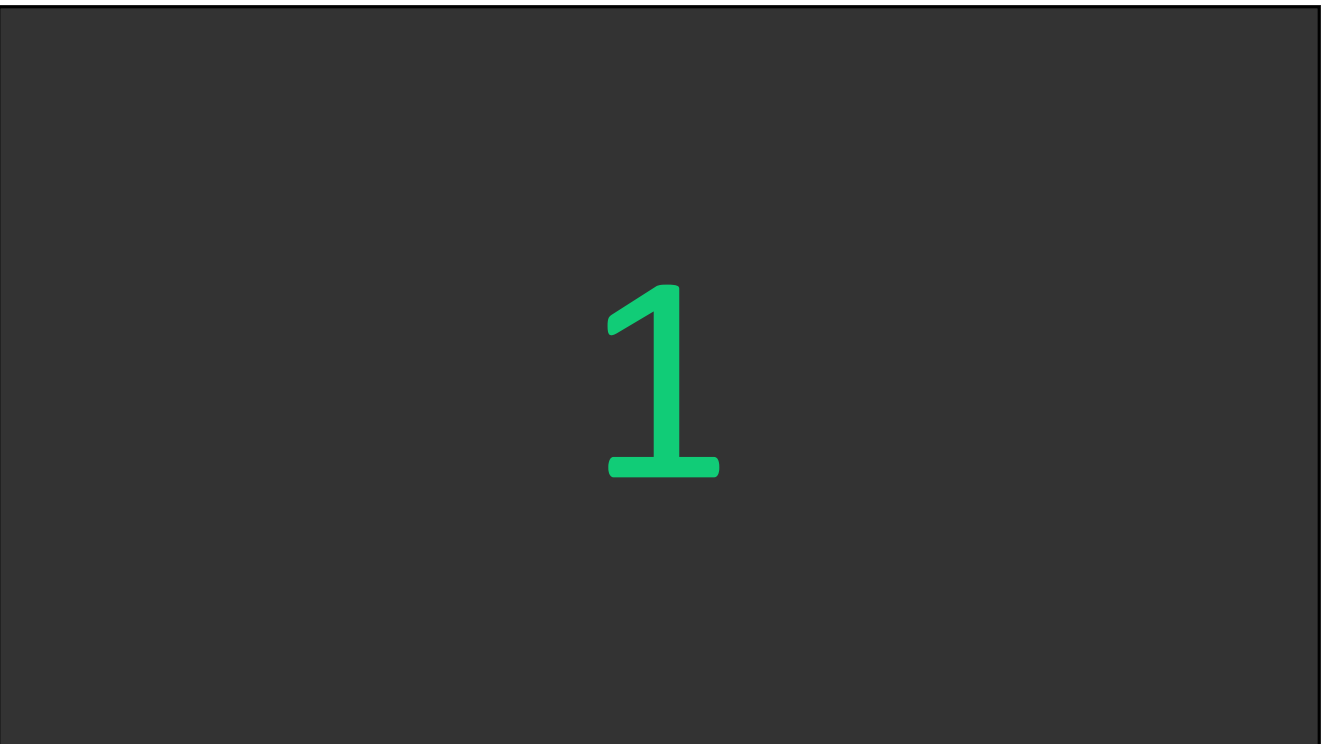
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The Accidental Product Manager





Programmer

Sales engineer

Sales

Product manager

College

E
X
P
E
R
I
E
N
C
E

Product
Manager

Network
Network
Network

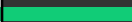
Dig the
well
before
you're
thirsty



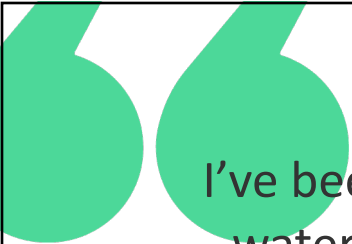
VP
Director
Product manager



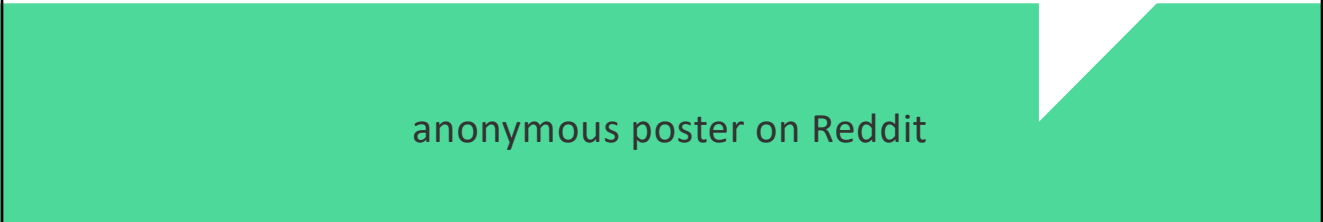
**Product
Growth
Leaders**



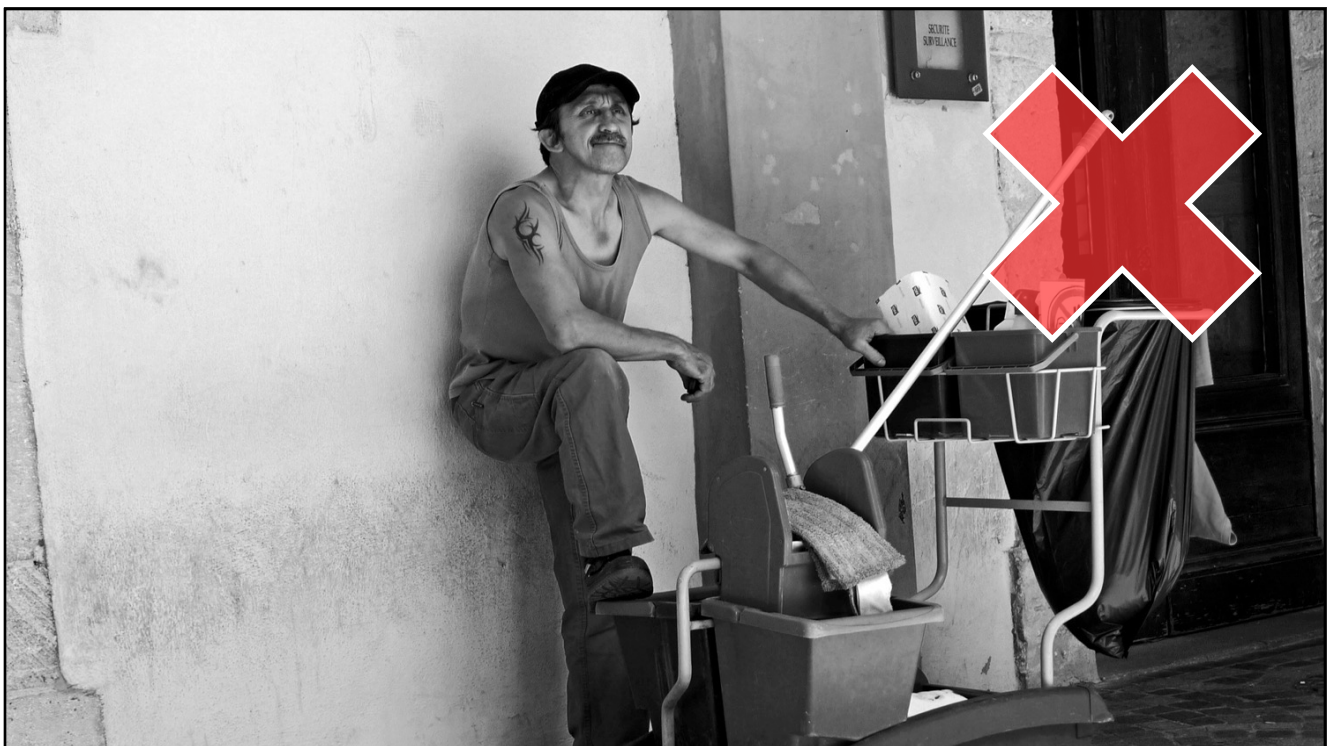
And then... agile broke Product Management



I've been struggling to keep my head above water. I have too many tasks on my plate and no guidance on how to execute on them. I'm terrified I'll be fired because I don't know what I should be doing.



anonymous poster on Reddit







Only
21%

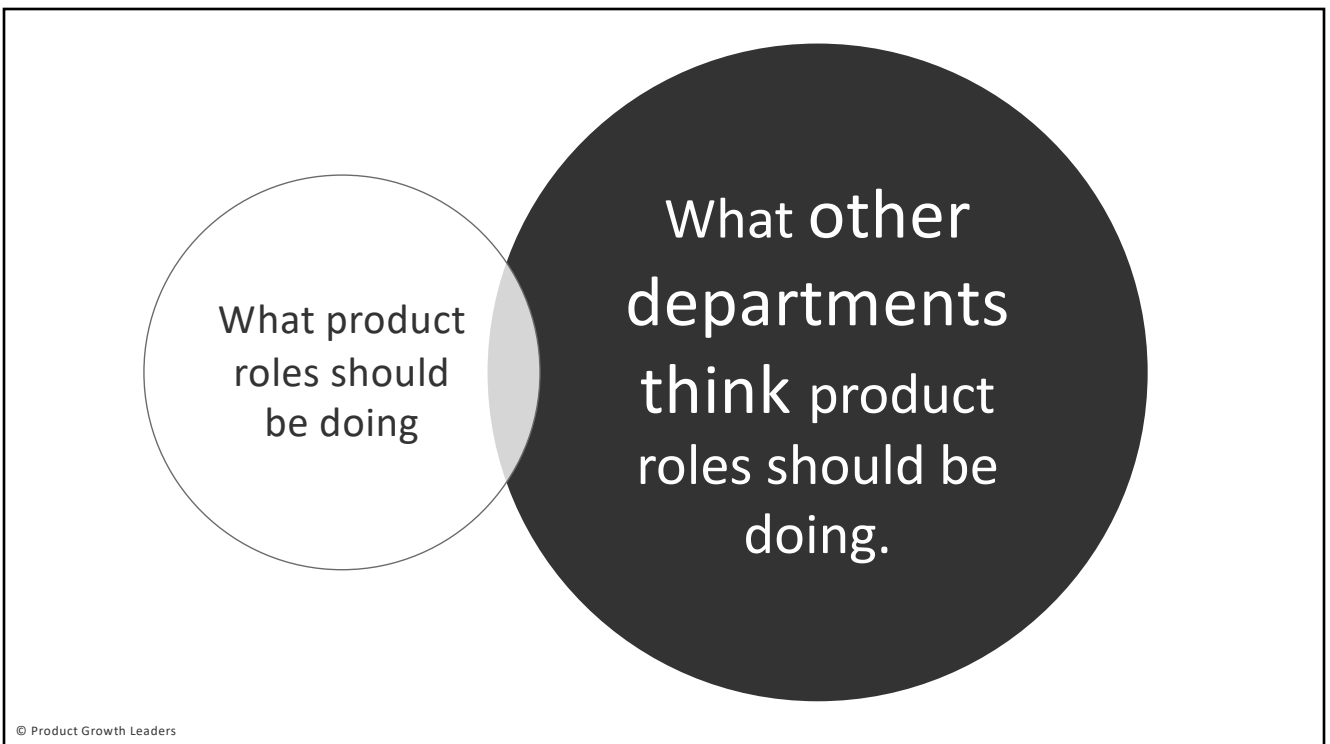
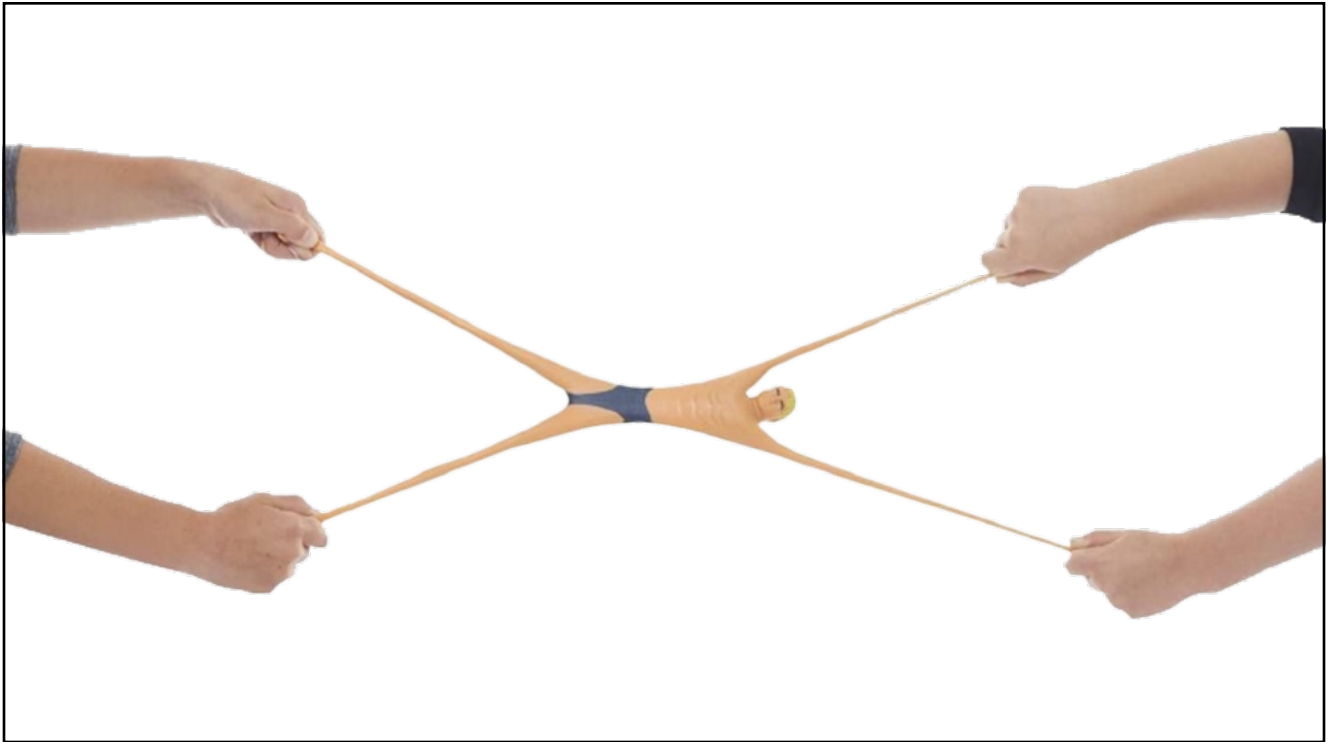
of organizations have clearly defined and
understood product roles.

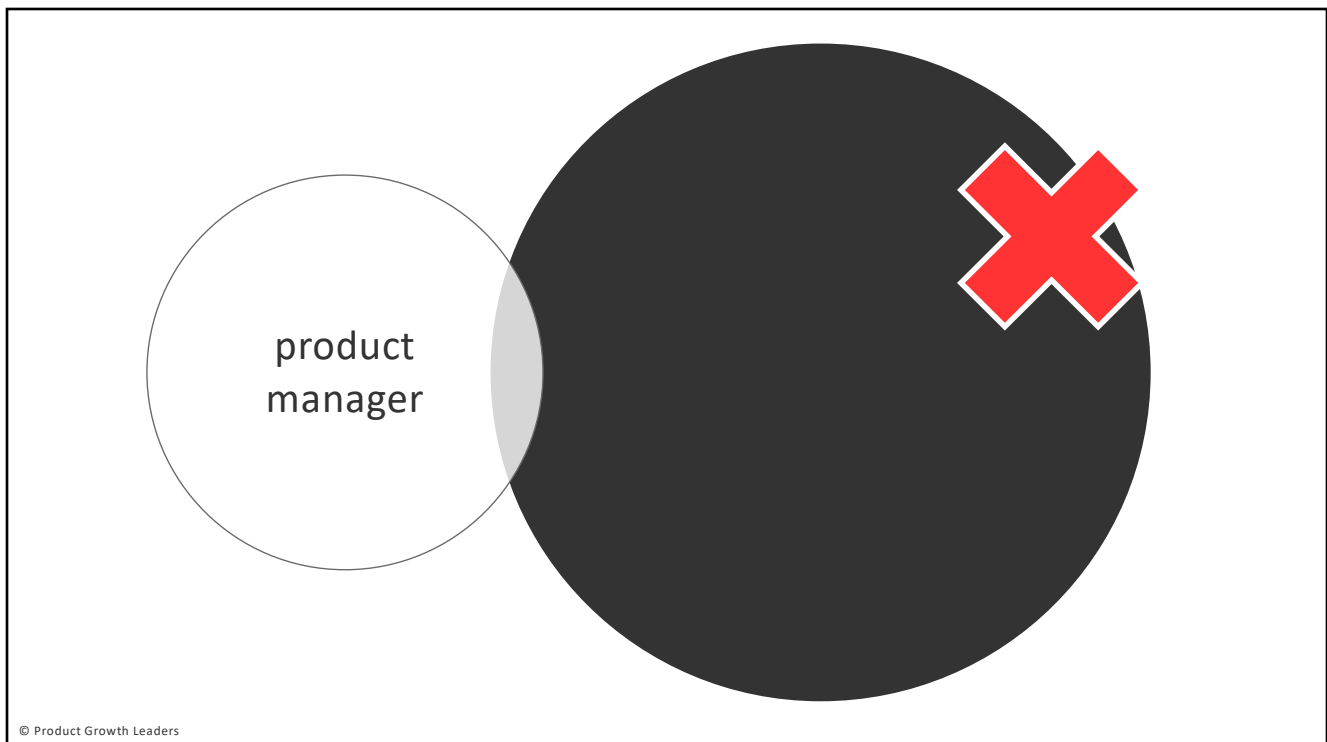
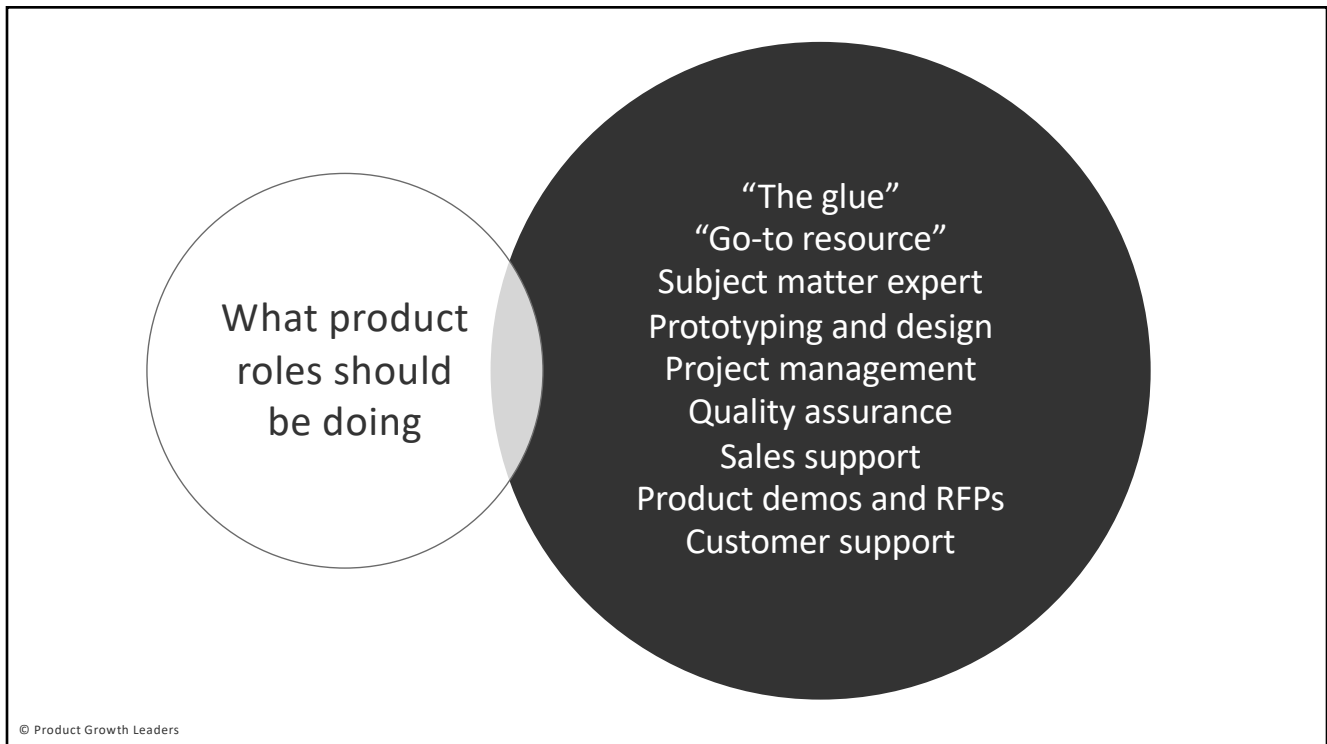
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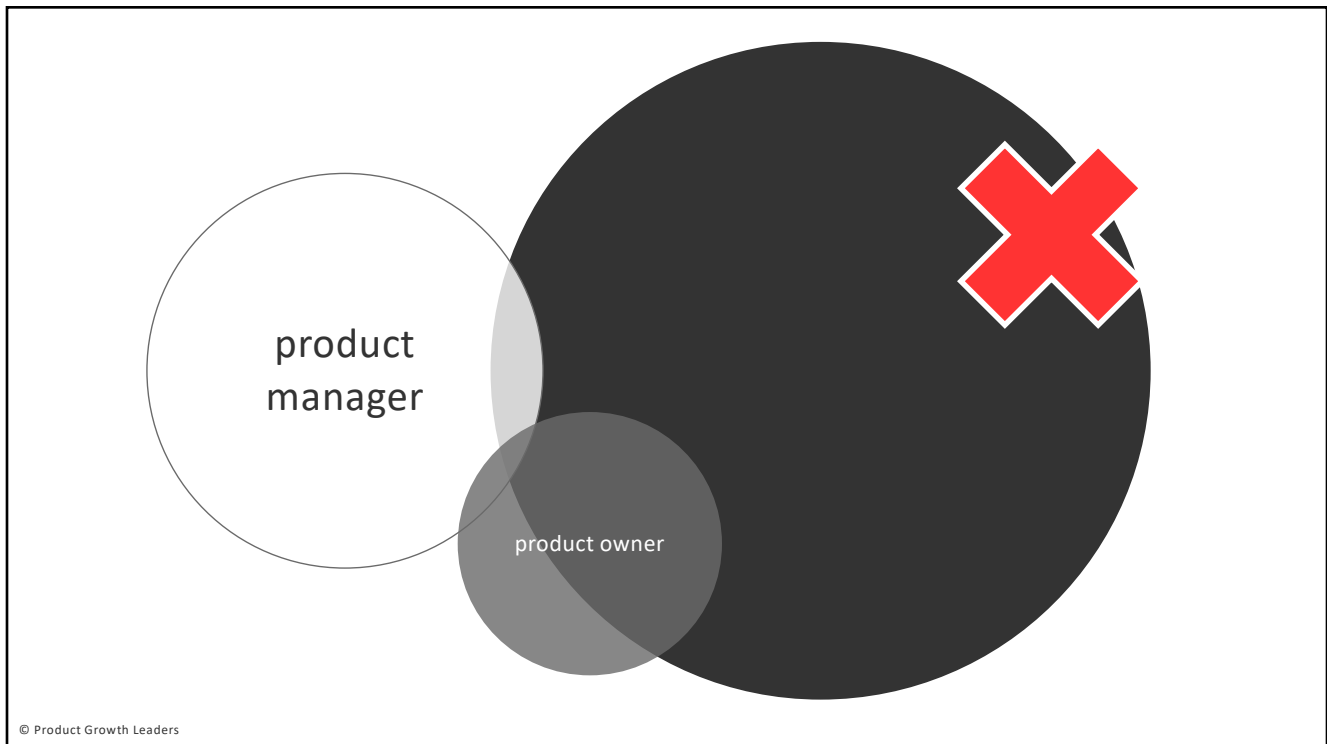
Fewer than
20%

of product managers have been
trained in product management.

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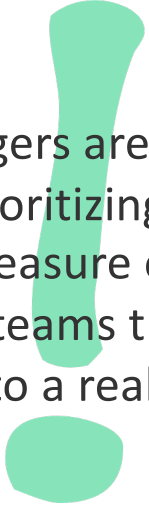






The product owner is responsible for representing the market and the business... **to the development team.**

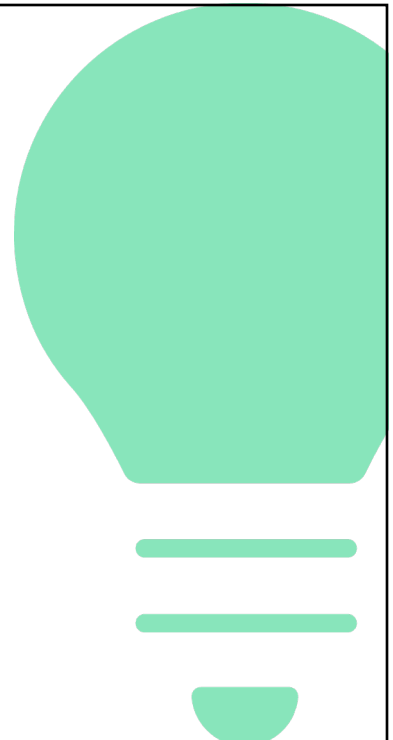
THE SCRUM GUIDE



Product managers are responsible for identifying and prioritizing market problems, articulating the measure of product success, and coaching the teams that turn that vision into a reality.

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The goal of product management is to turn good ideas into successful products systematically.



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**THE STRATEGIC ROLE OF
PRODUCT MANAGEMENT**

SECOND EDITION
BY STEVE JOHNSON

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Breakout

How I describe my contribution to...

LEADERSHIP

PRODUCT

ENGINEERING

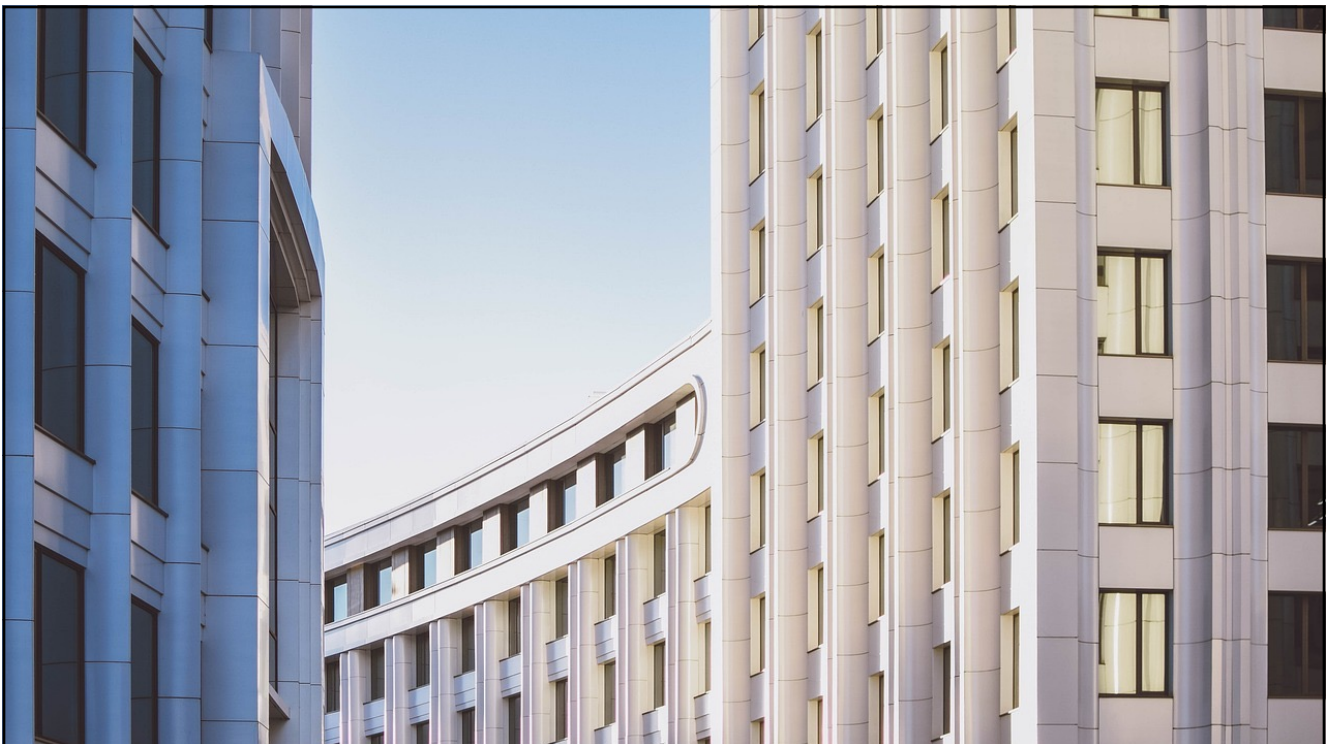
MARKETING

SALES

CUSTOMERS

Using the Quartz Open Framework



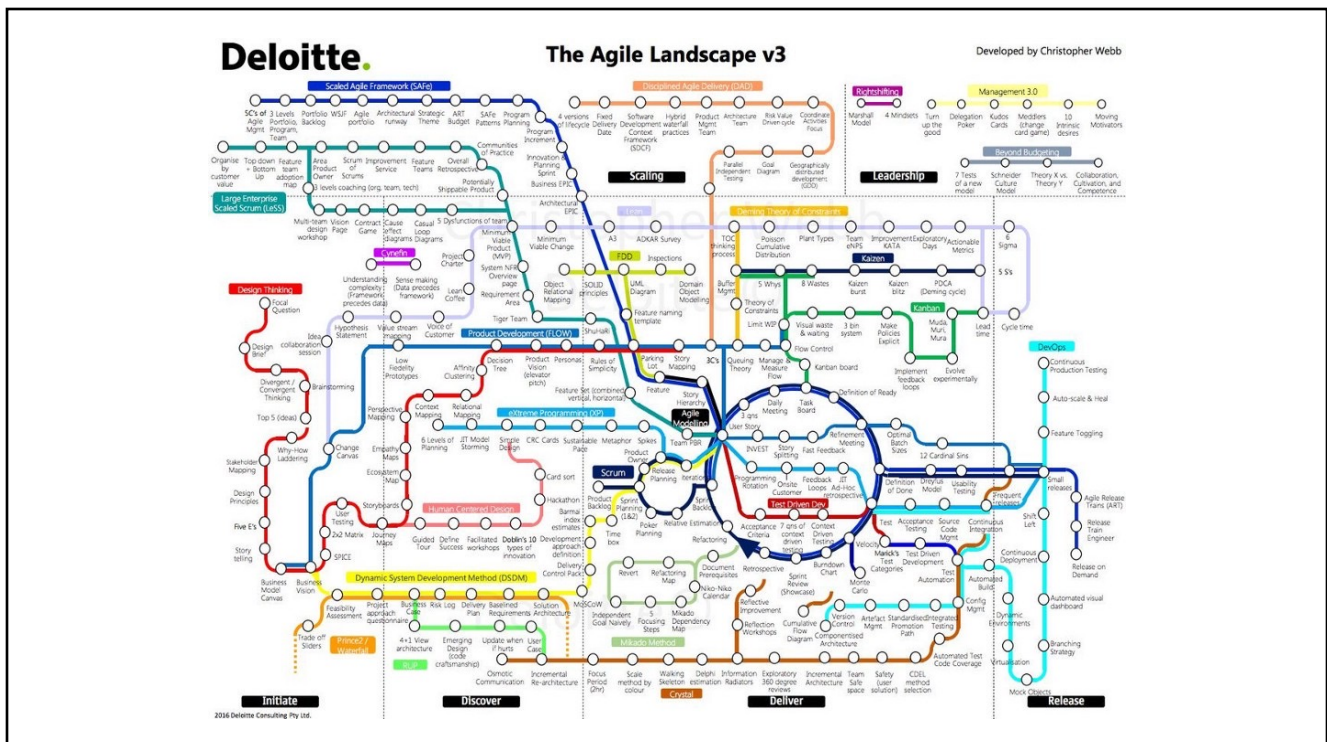
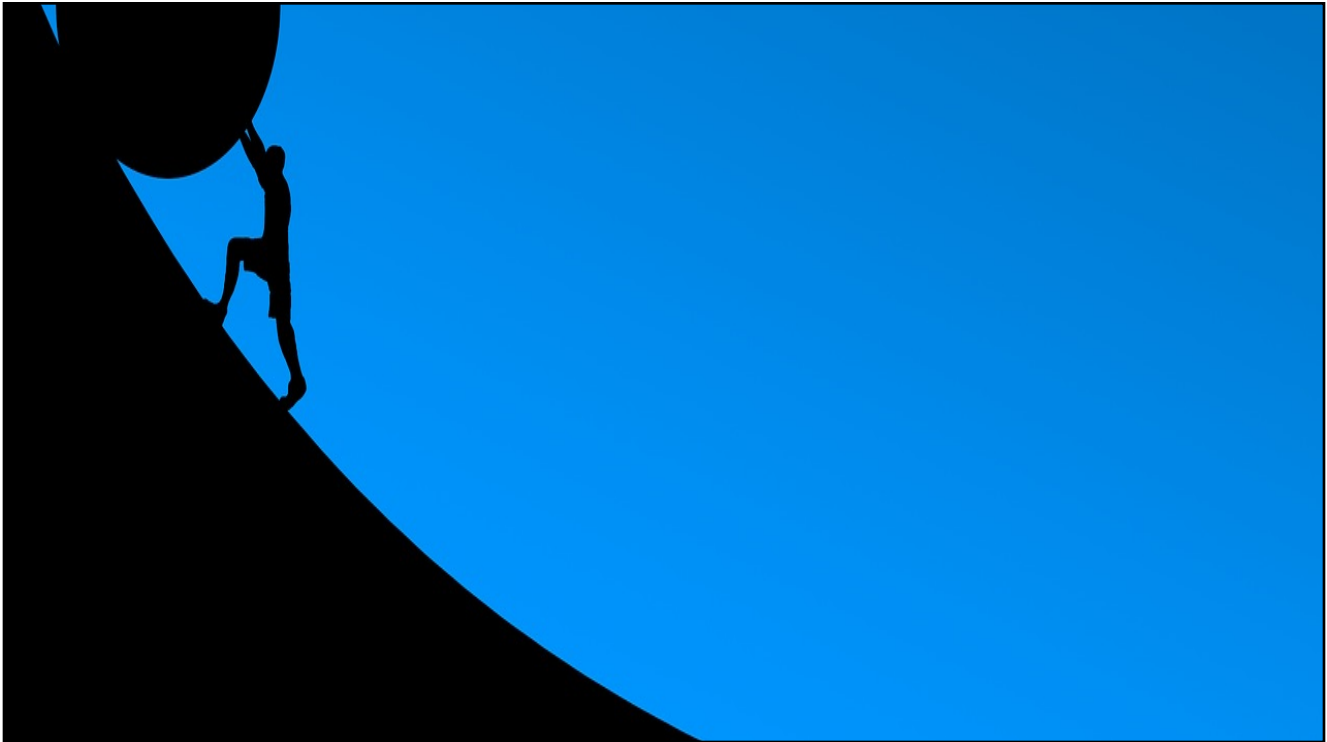




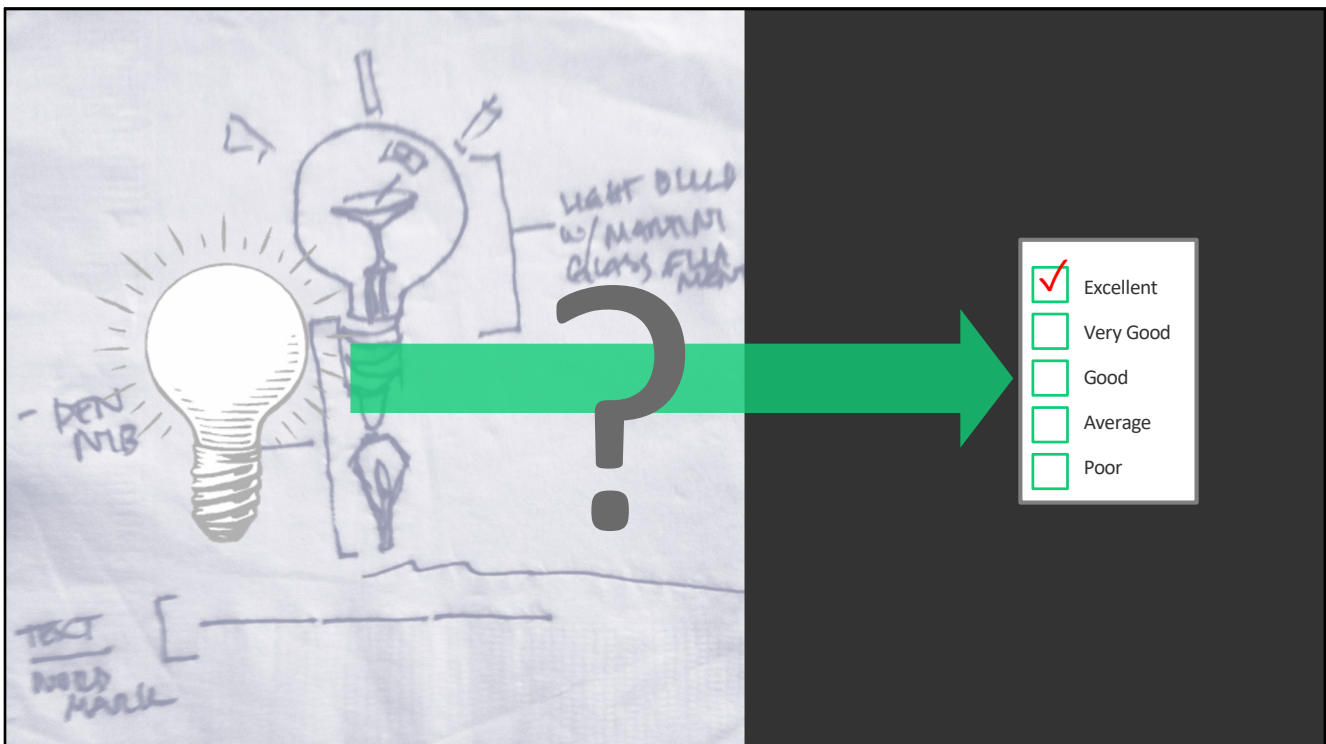
Process is how product
companies scale.

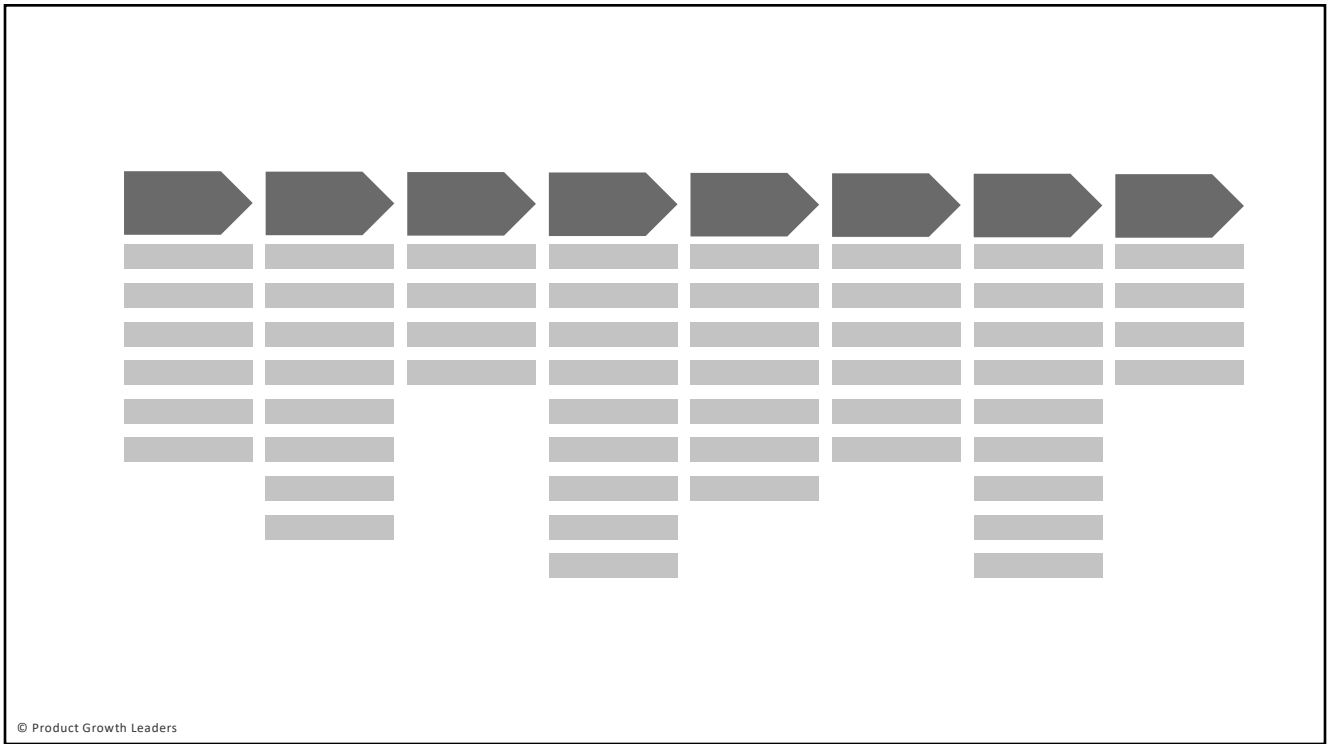
47%

report that **process** is the biggest
challenge for products in their
company.



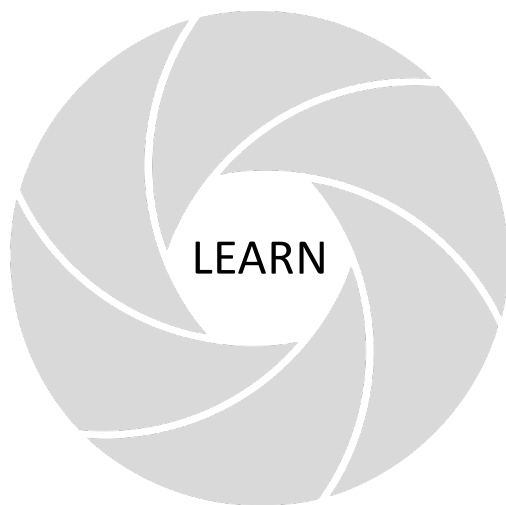




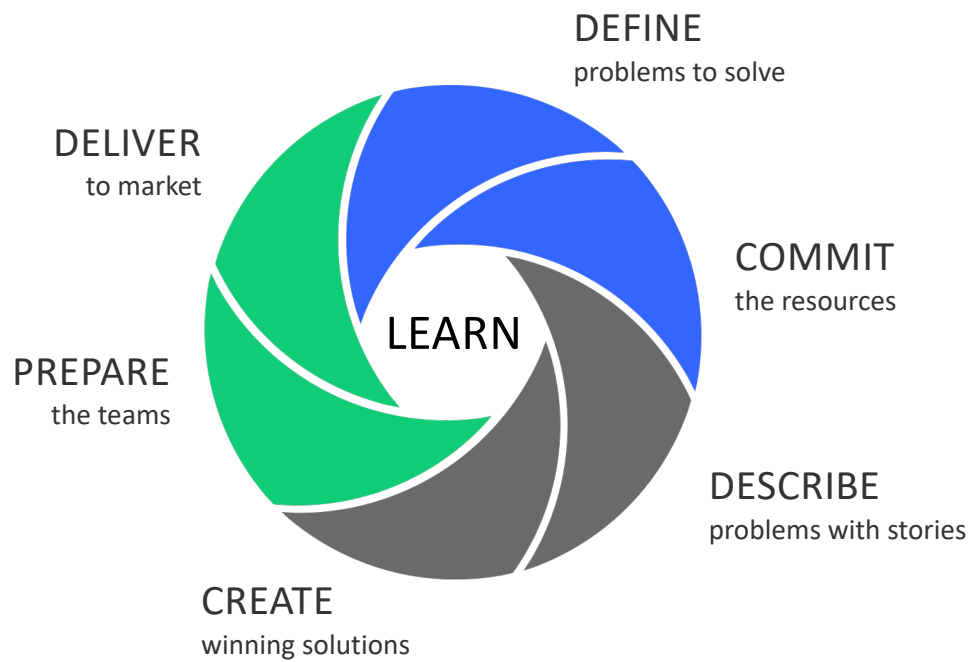
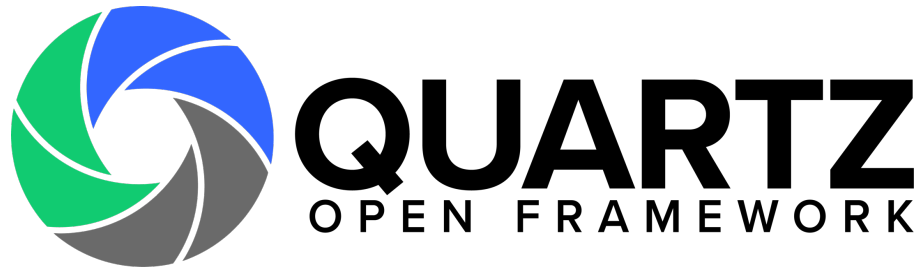




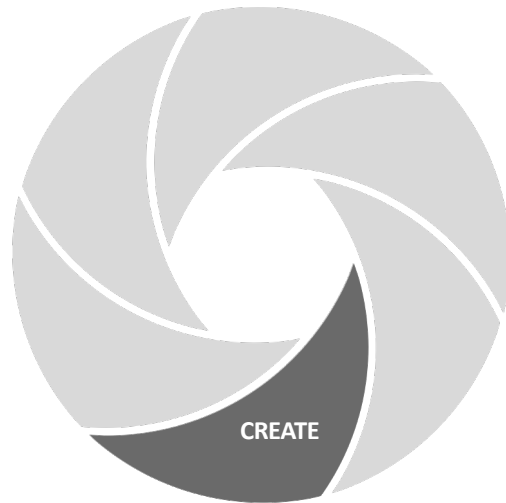
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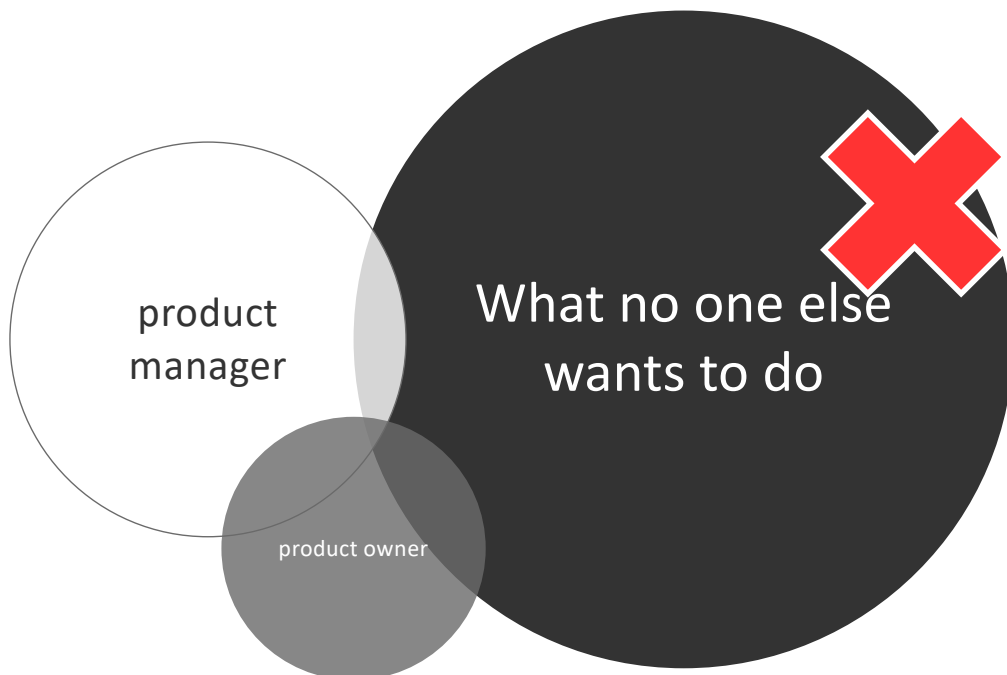
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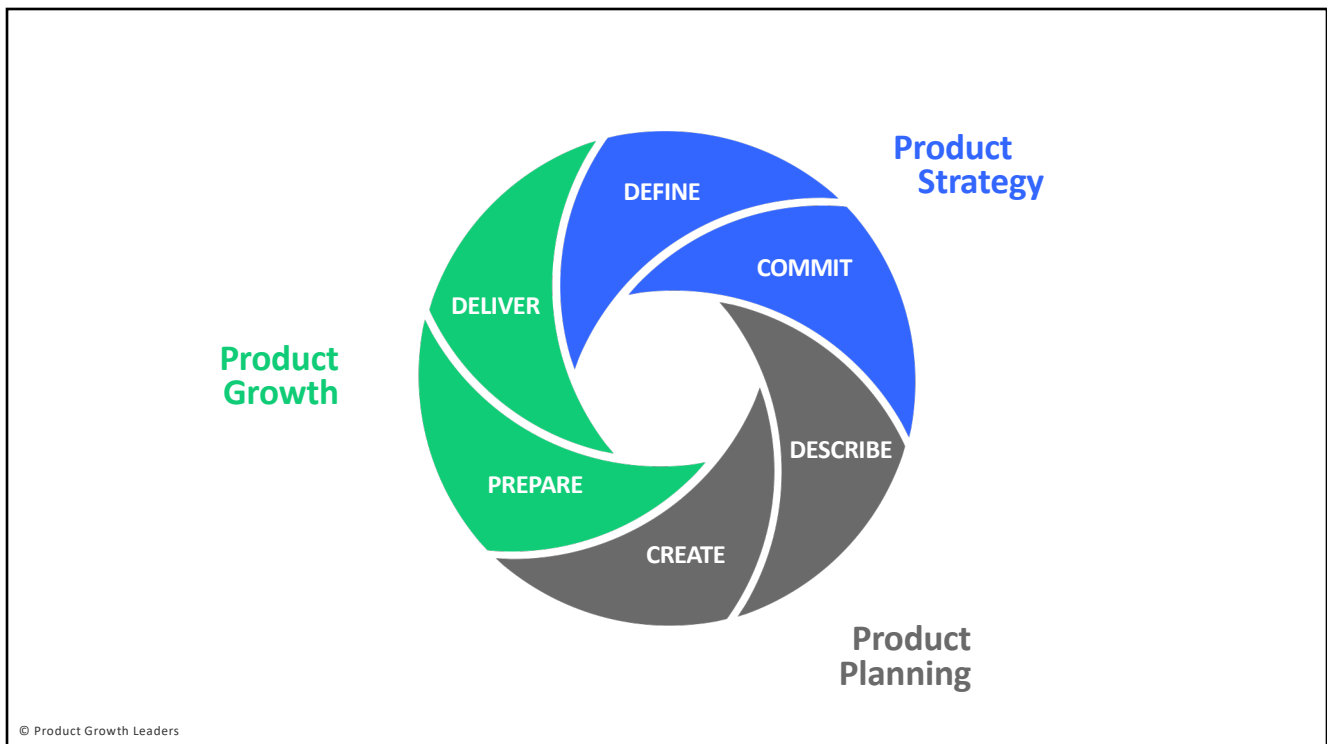
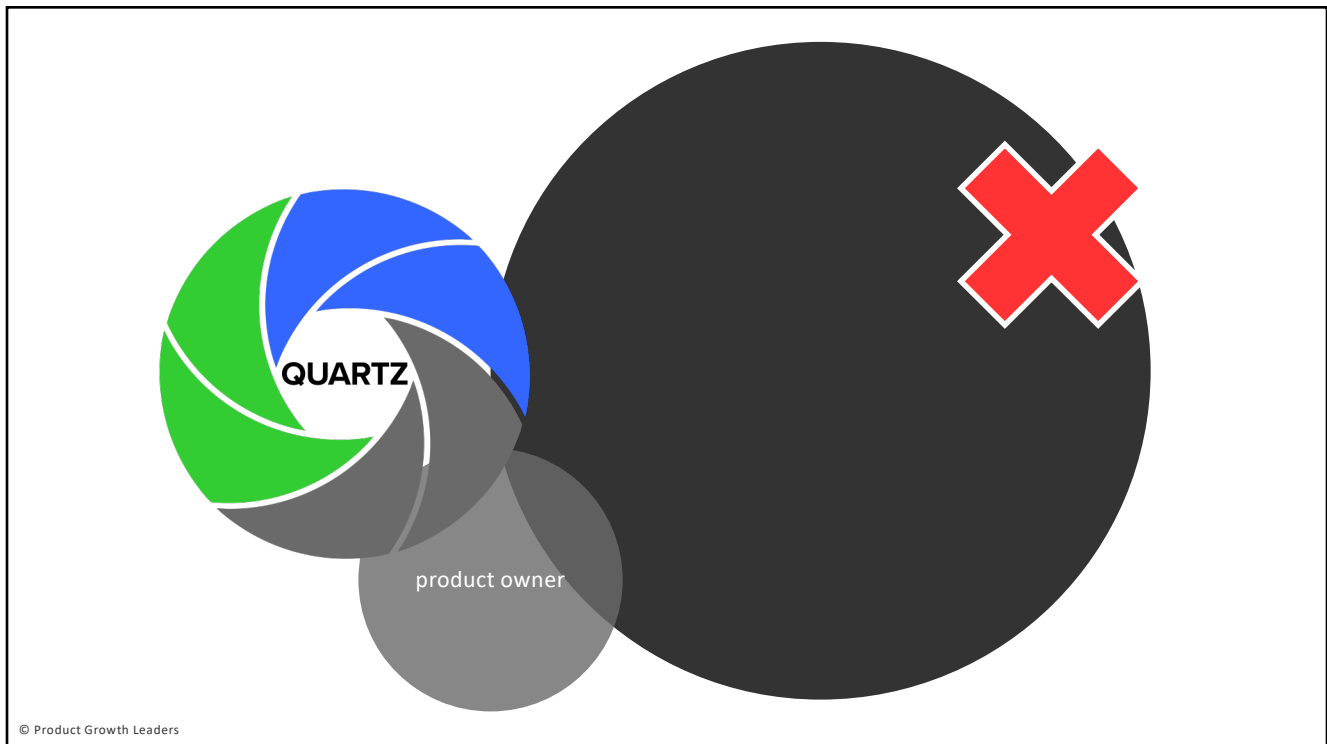
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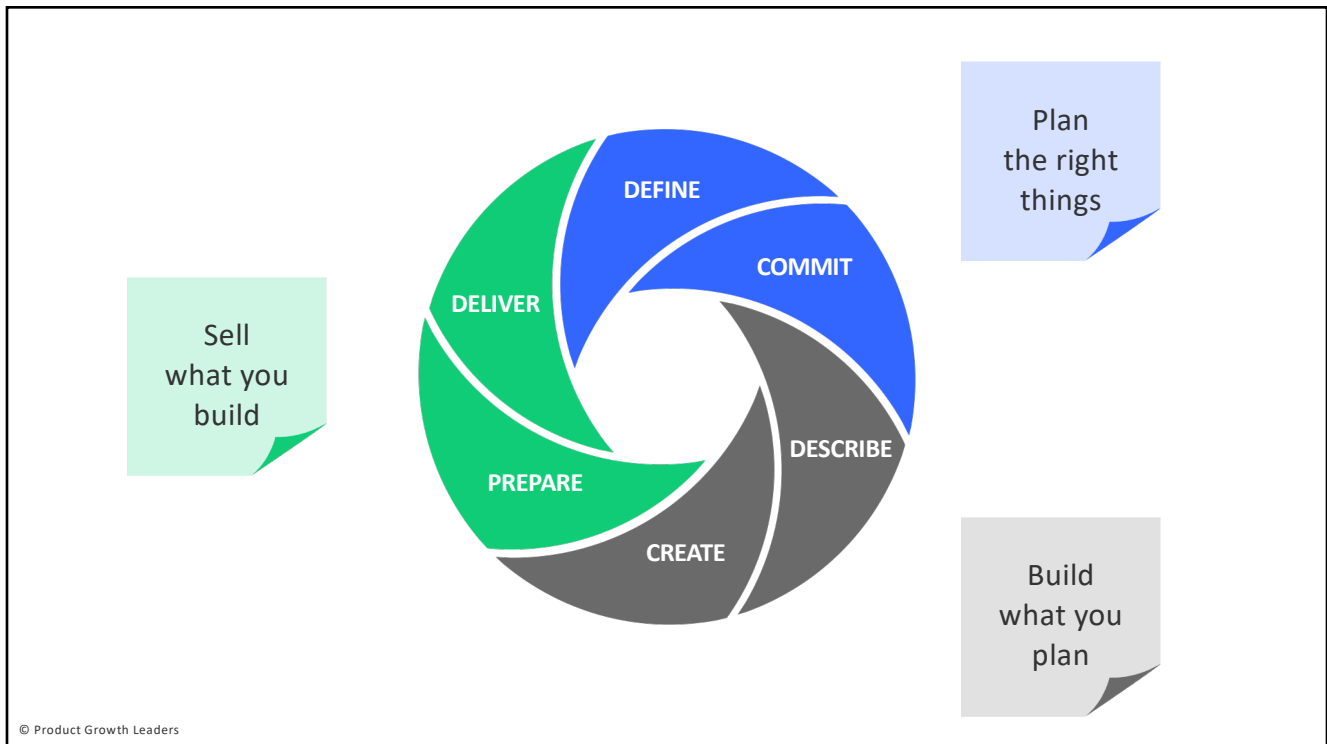


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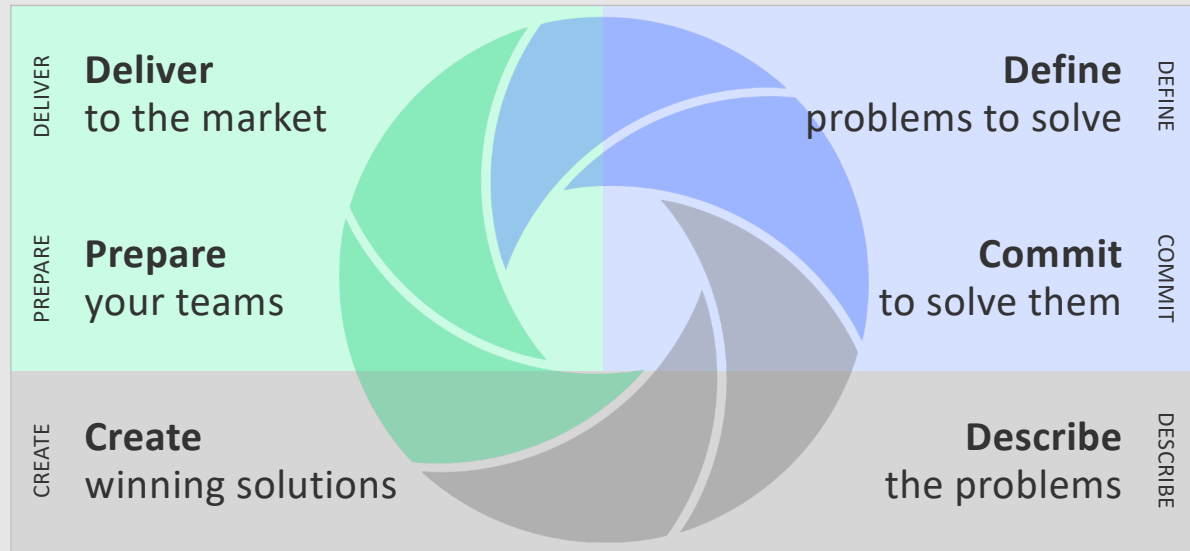
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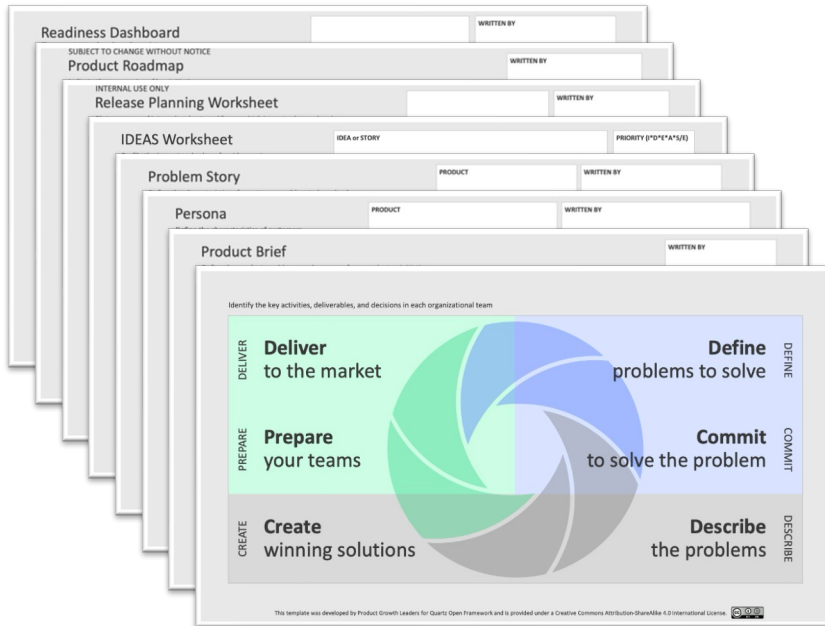
What's in your Playbook?

Identify the key activities, deliverables, and decisions in each organizational team



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Get a ready-
to-use
product
playbook

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The Quartz Open Framework guides your product from idea to market.

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Turn Ideas Into Products

The playbook that leads you step-by-step through problem discovery and market validation, agile business planning, and release and delivery of technology products based on the Quartz Open Framework.



Use **FRIENDSFREE** coupon for your complimentary digital copy.

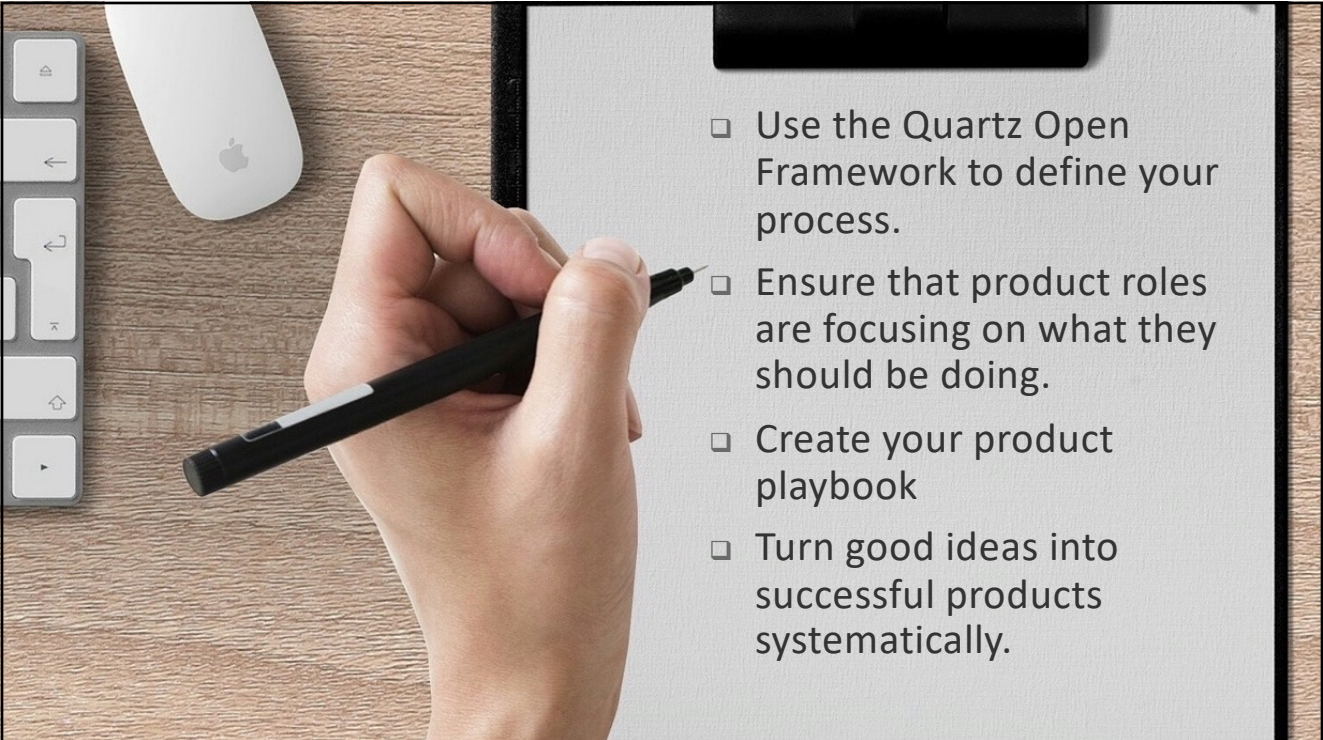
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Turn Ideas Into Products

Managing Products using the Quartz Open Framework

SECOND EDITION

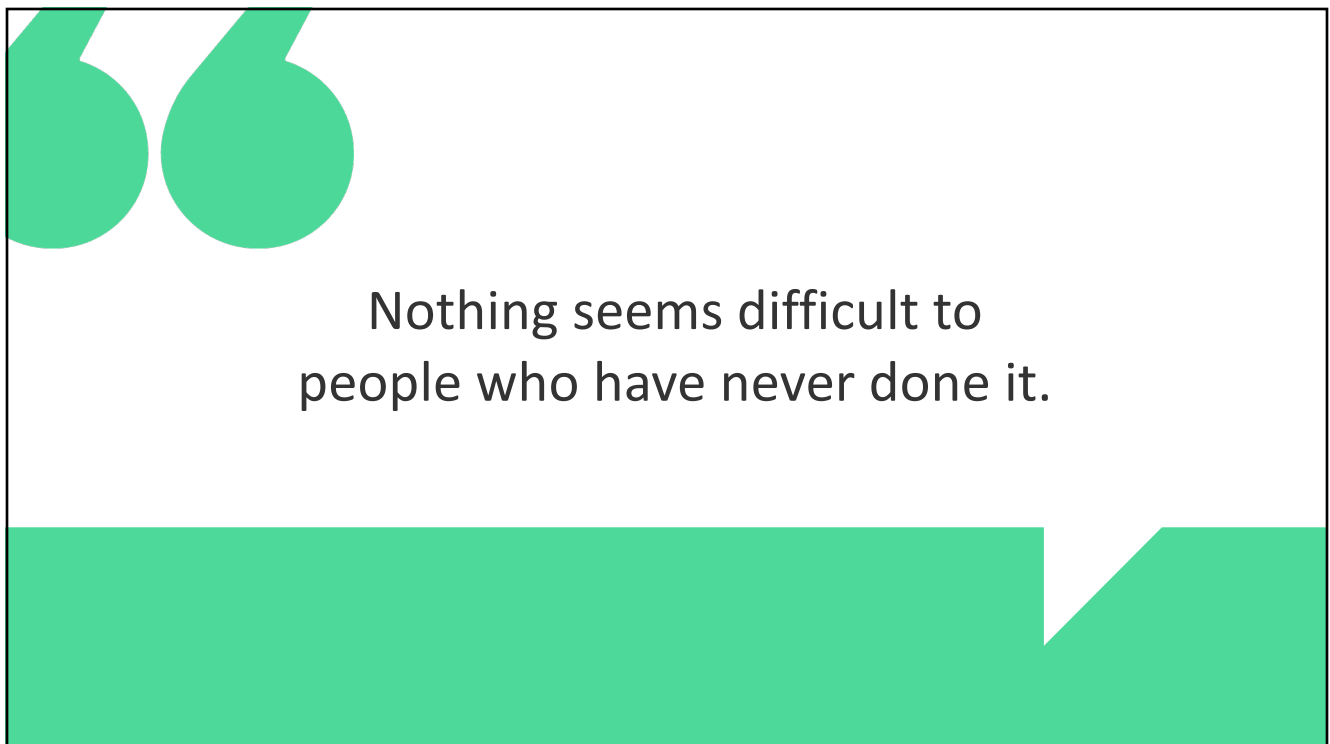
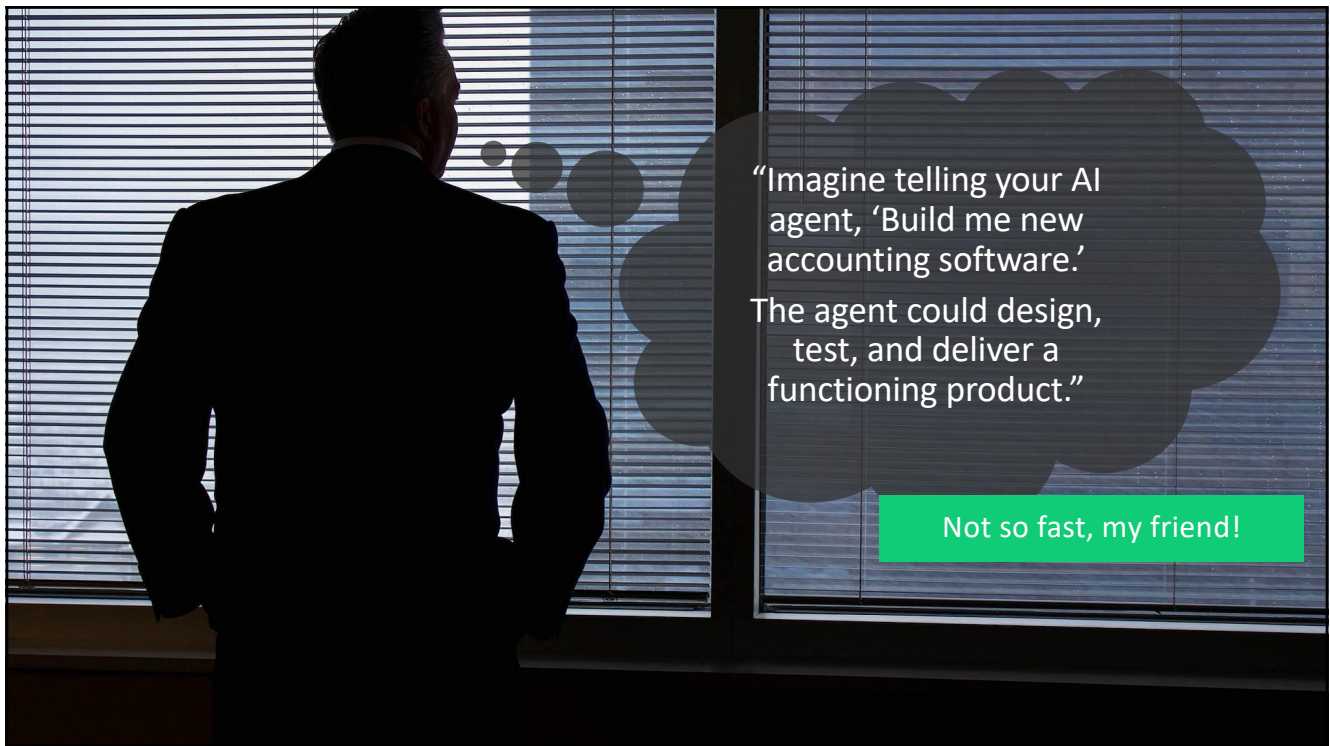
Steve Johnson

- 
- A photograph of a hand holding a black pen, writing on a white clipboard. The clipboard is on a wooden desk. To the left of the clipboard is a white Apple mouse and a portion of a white keyboard. The list on the clipboard consists of four items, each preceded by a small square checkbox.
- ☐ Use the Quartz Open Framework to define your process.
 - ☐ Ensure that product roles are focusing on what they should be doing.
 - ☐ Create your product playbook
 - ☐ Turn good ideas into successful products systematically.

Will AI Replace Product Management?

ChatGPT
analyzed and
graphed 5 years
of medical data
in 3 seconds.







AI is the new internet.
By boosting the productivity of
product professionals, expect **more
products**, which will create a
demand for **more product
managers**.

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Focus your efforts on adding
human insights.

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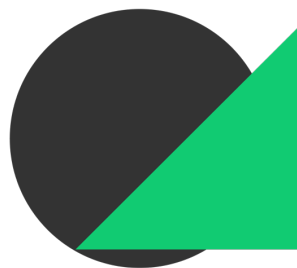
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