

Innovate Your Planning Process using Quartz



Product **Growth**
Leaders



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2

Steve Johnson Product Growth Leaders

I help teams overcome the chaos in managing products.
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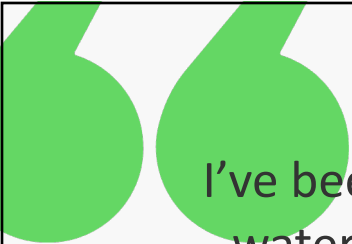
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3



How Agile Broke Product Management

4



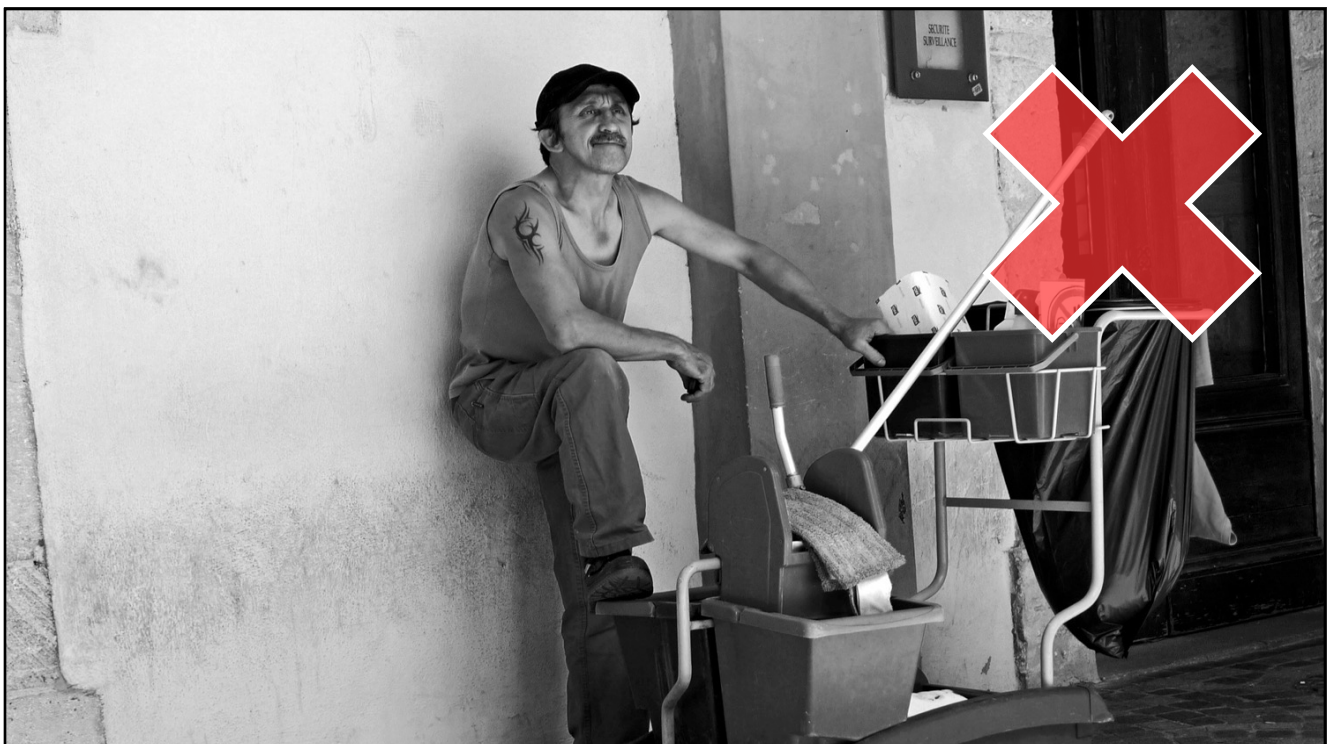
I've been struggling to keep my head above water. I have too many tasks on my plate and no guidance on how to execute on them. I'm terrified I'll be fired because I don't know what I should be doing.

anonymous poster on Reddit

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Only
21%

of organizations have clearly defined and
understood product roles.

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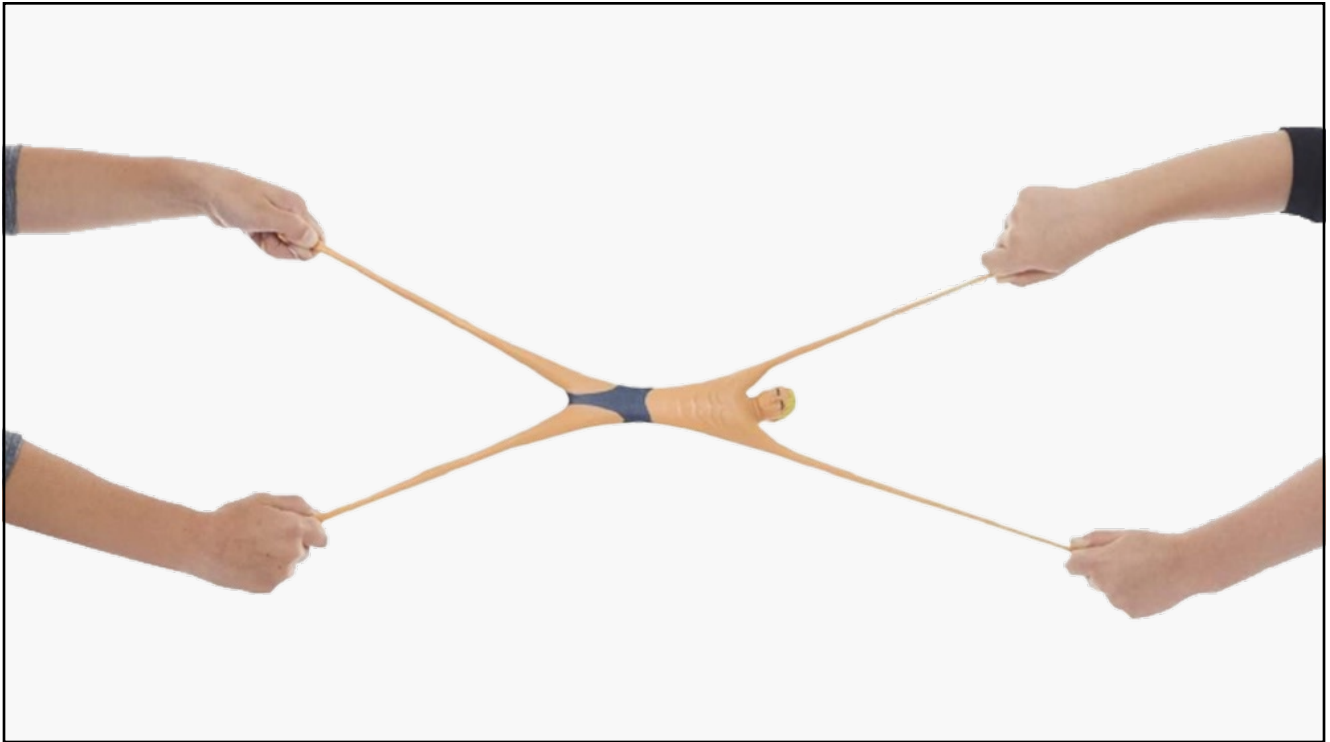
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Only
10%

of product managers have been
trained in product management.

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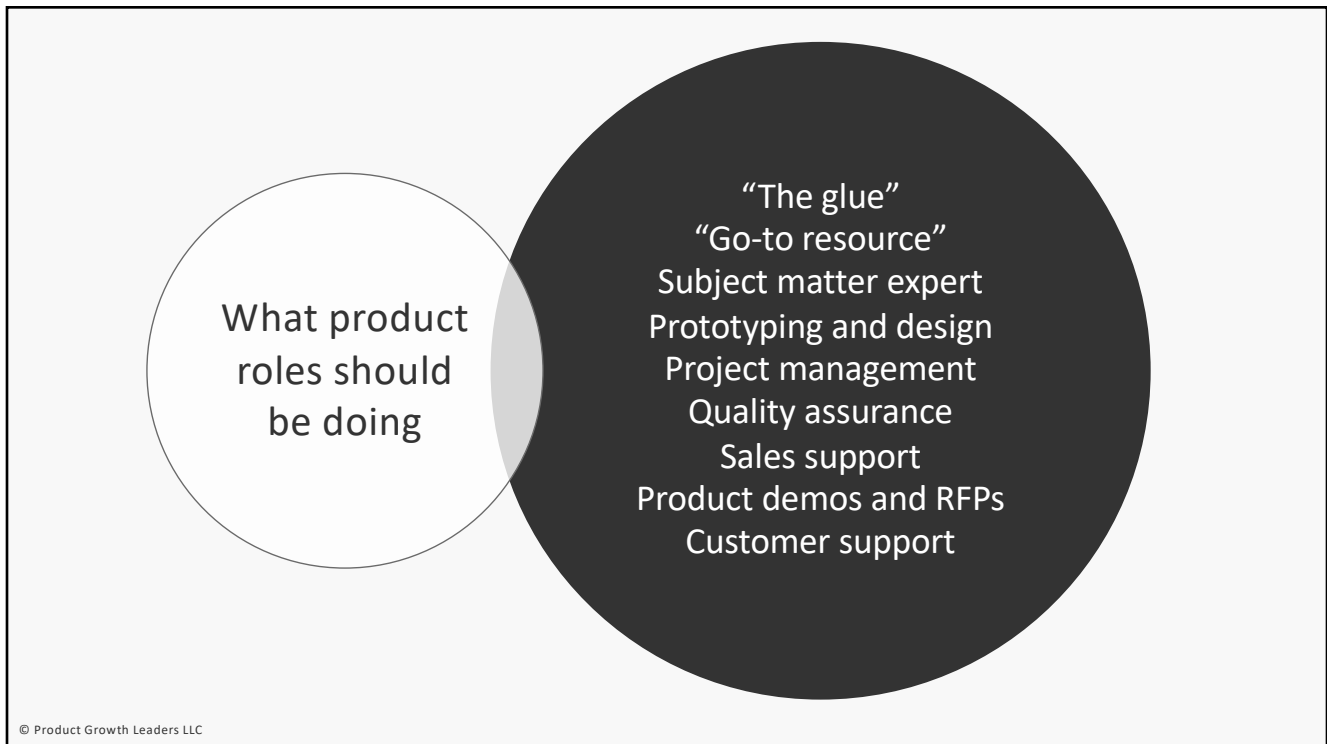
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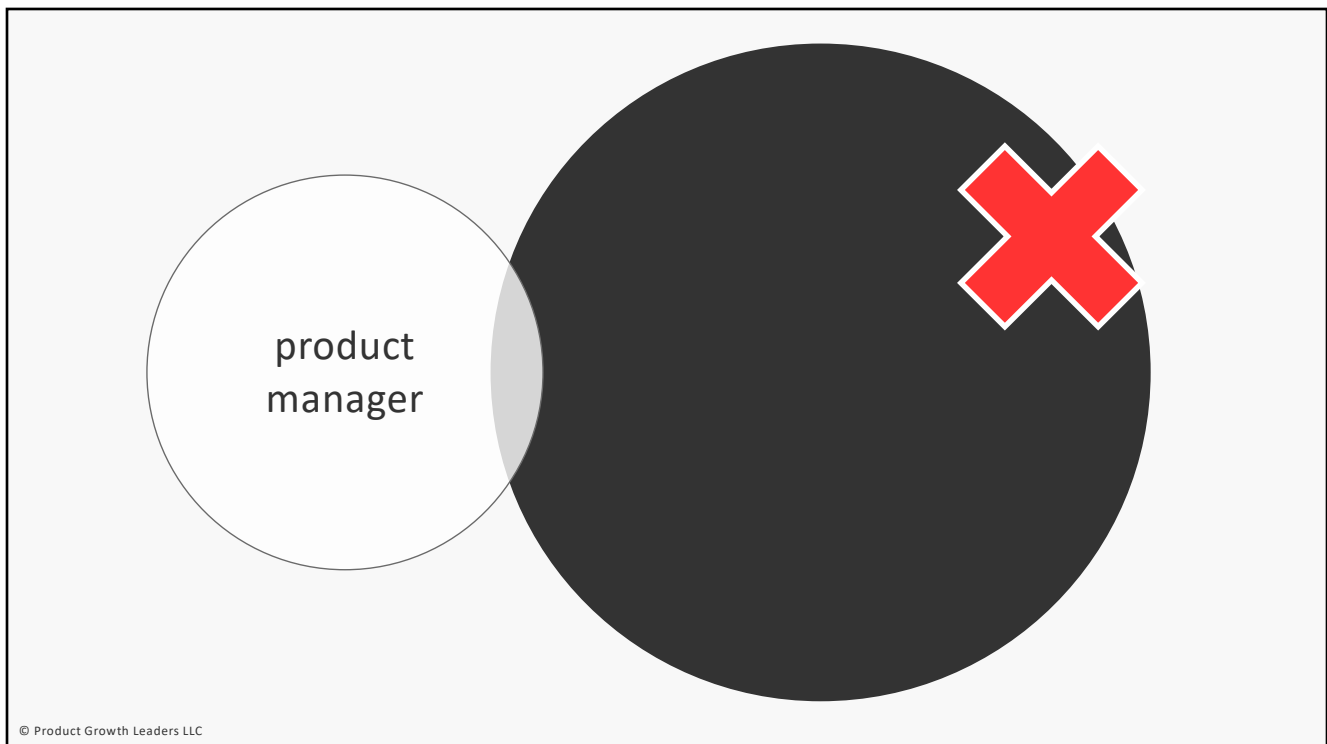
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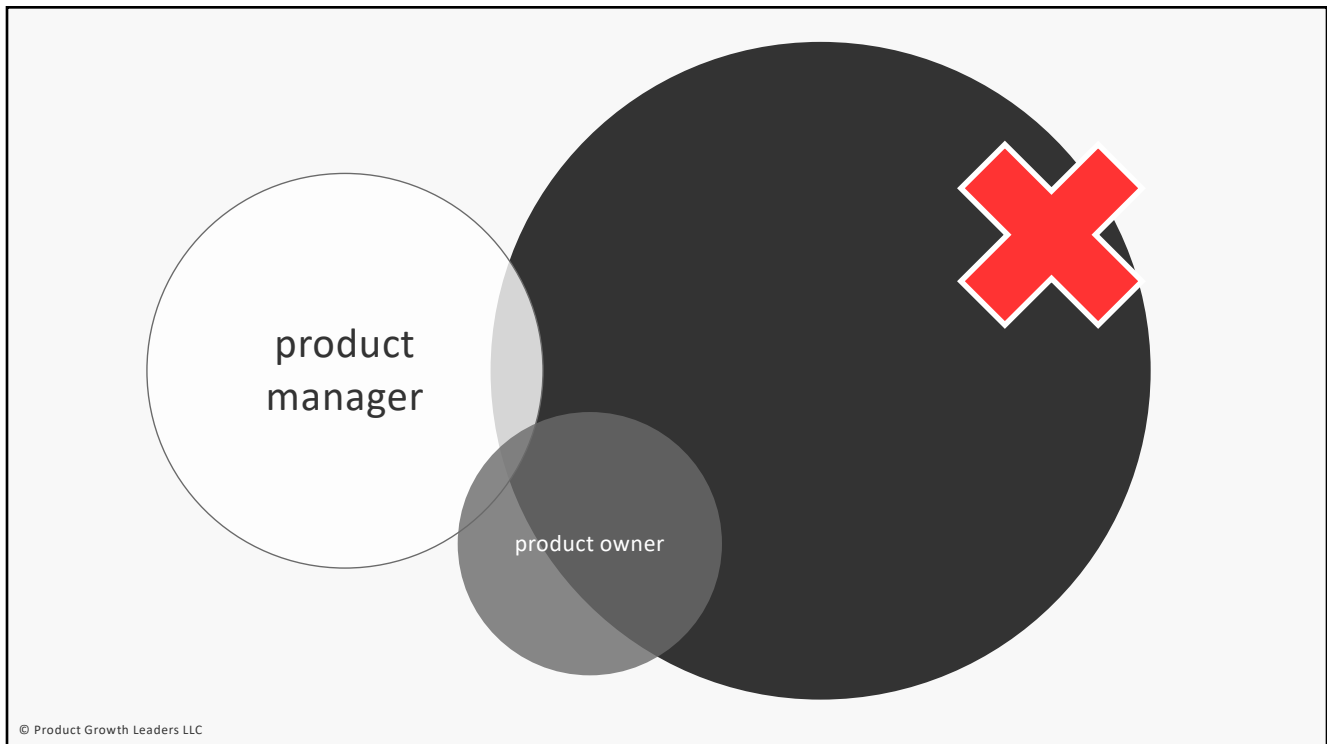
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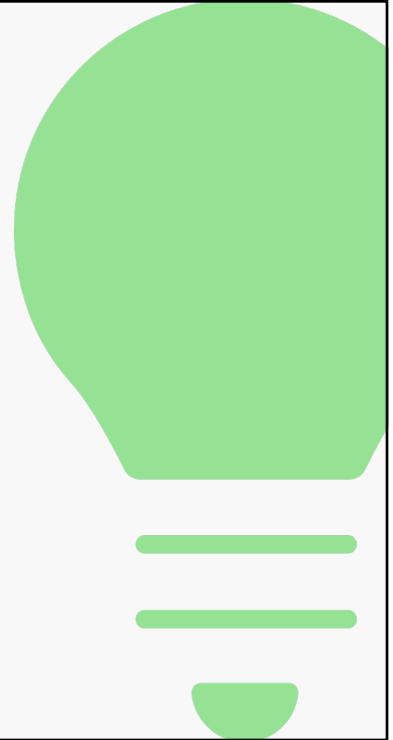
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Product managers are responsible for identifying and prioritizing market problems, articulating the measure of product success, and coaching the teams that turn that vision into a reality.

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19

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



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20

**THE STRATEGIC ROLE OF
PRODUCT MANAGEMENT**
SECOND EDITION
BY STEVE JOHNSON

Get the ebook



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21



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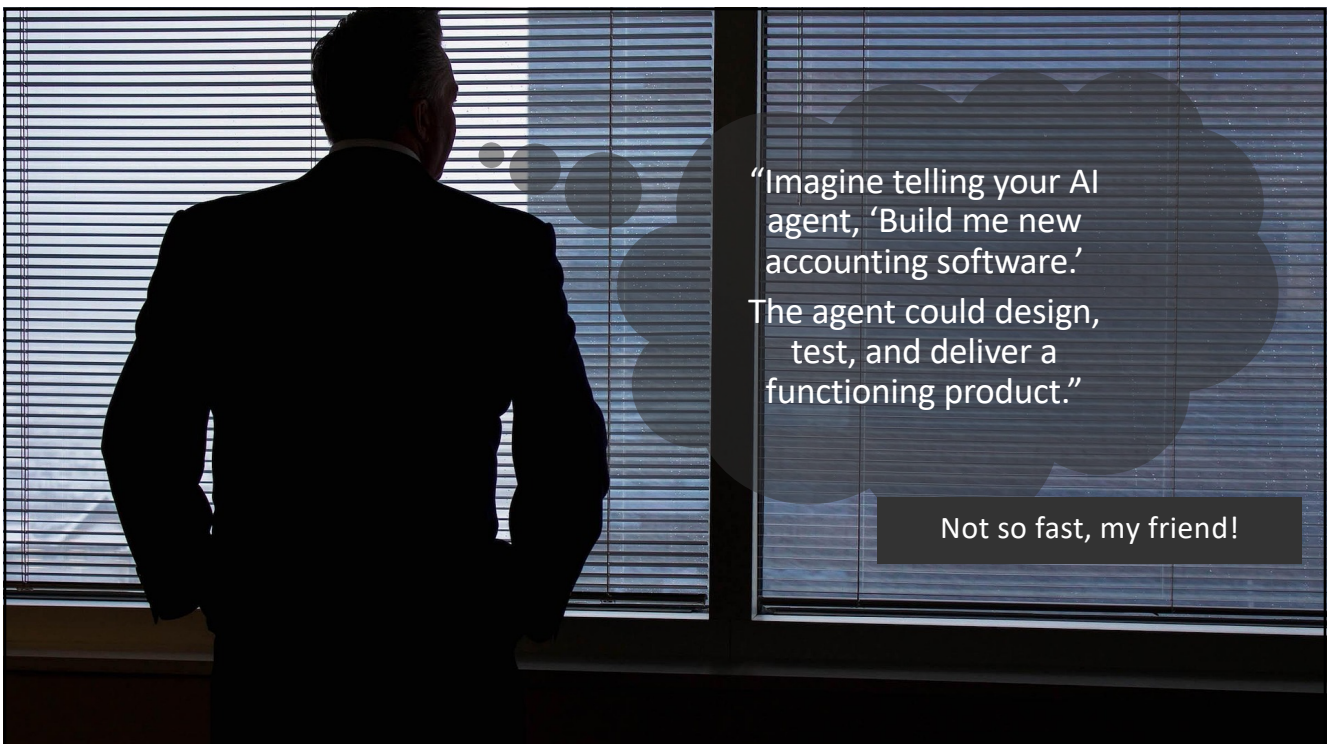
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Will AI Replace Product Management?

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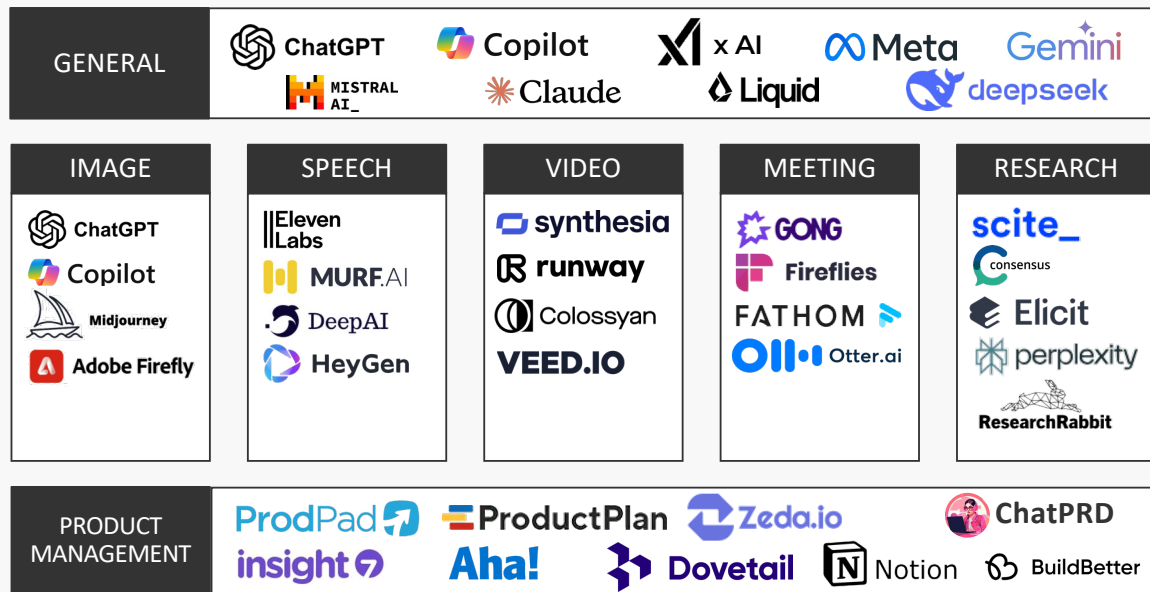


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Nothing seems difficult to
people who don't have to do it.

26

The AI Tools Landscape for Product Managers



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Focus your efforts on adding
human insights.

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29



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30

Quartz: A Product Planning Methodology

31

POLL

How would you describe your current product environment?

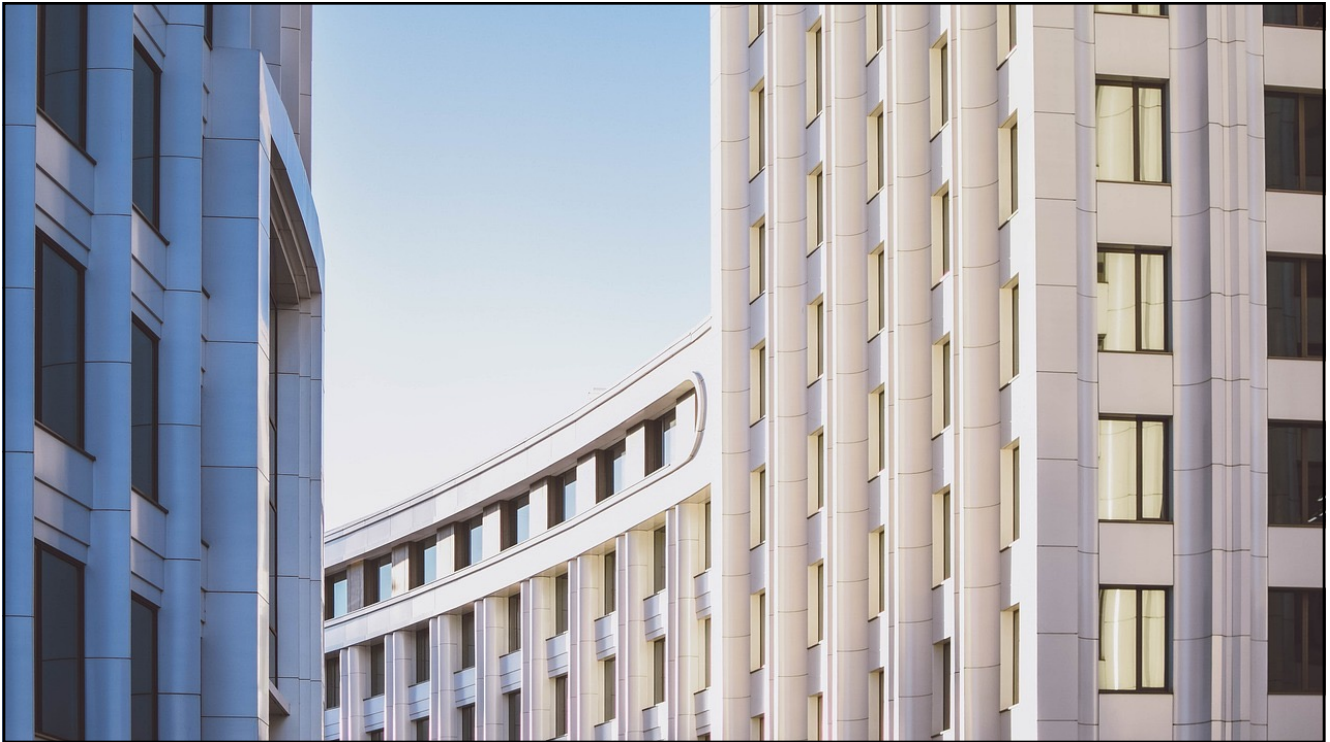
1. Chaos
2. Rather undefined
3. Fairly consistent
4. Mostly standardized

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32



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36

Process is how
product companies
scale.

37

47%

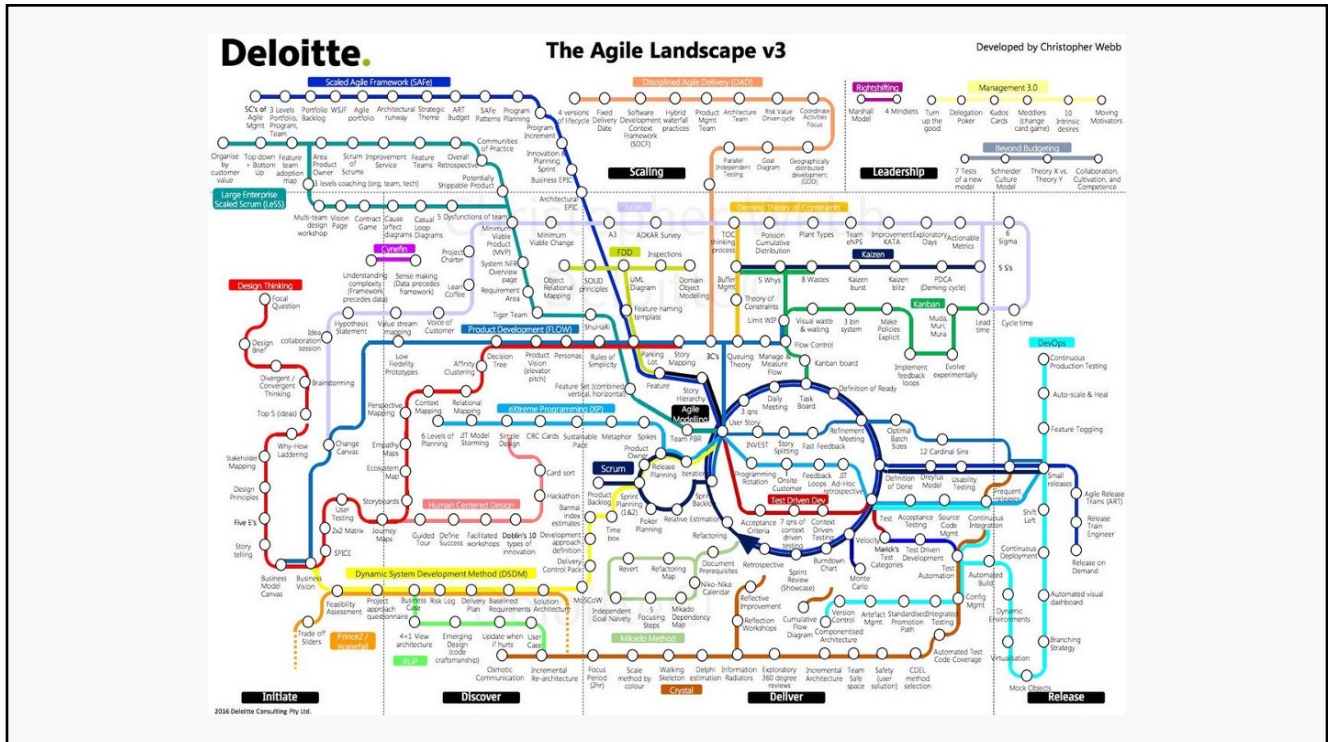
report that process is the biggest
challenge for products in their company.

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38



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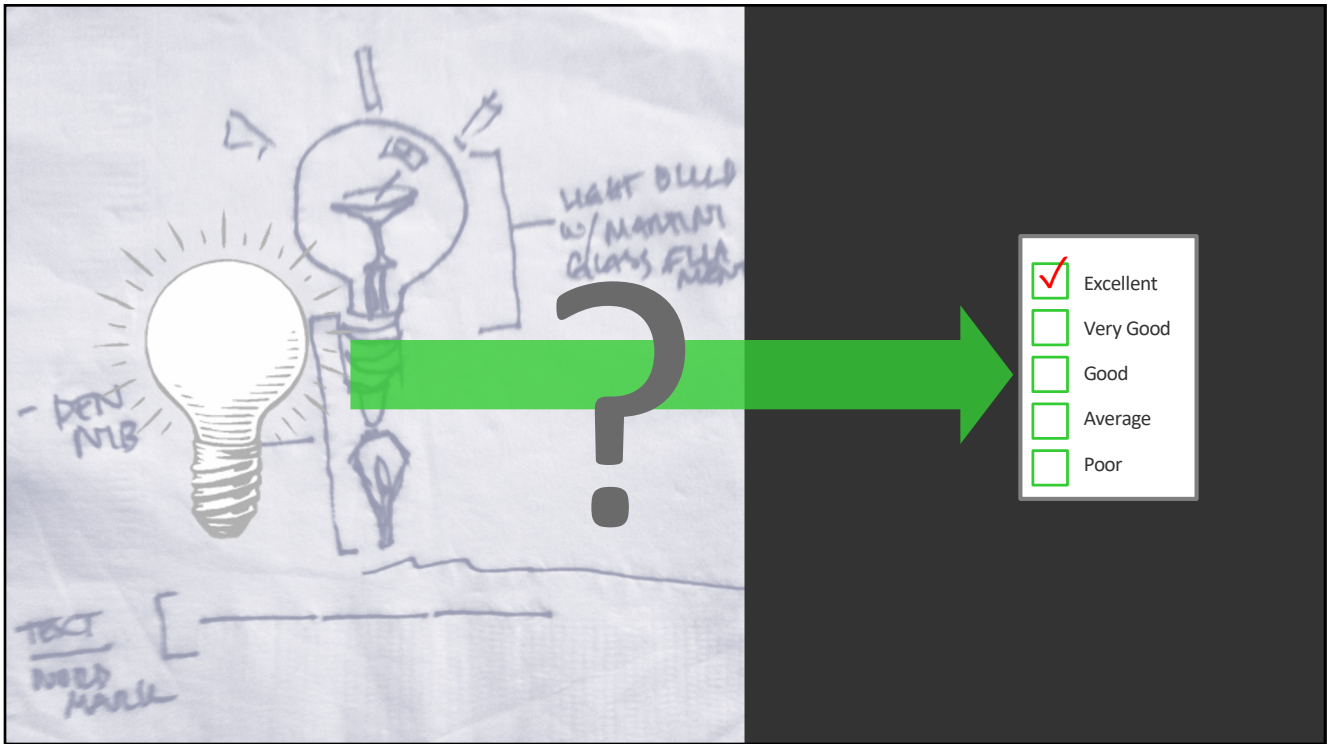
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42



43



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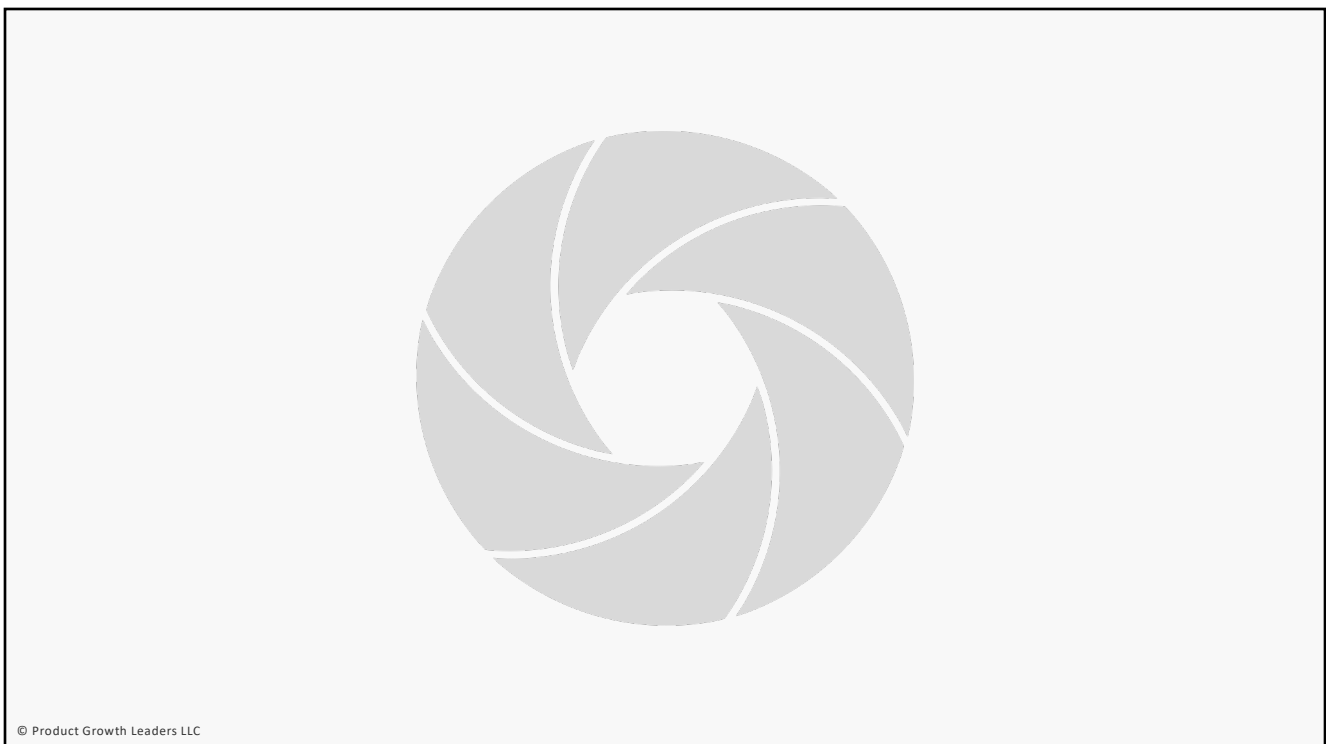


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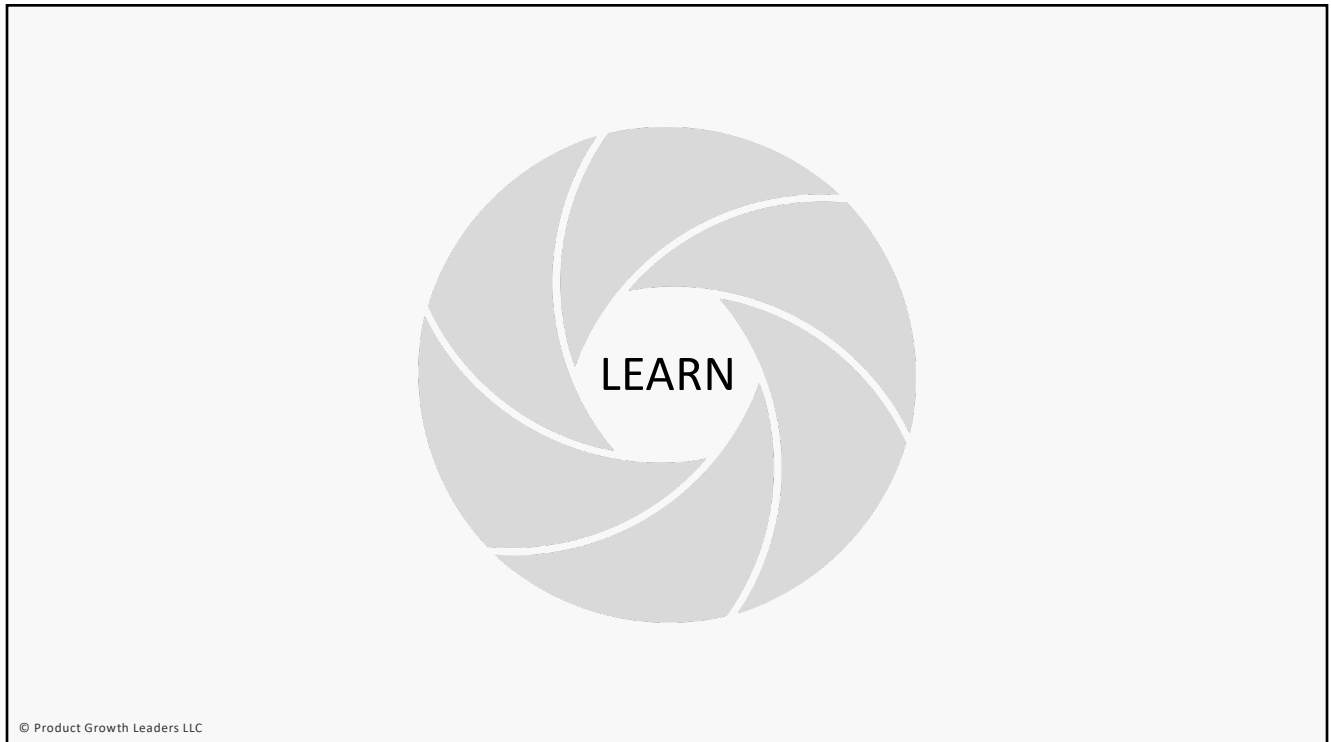
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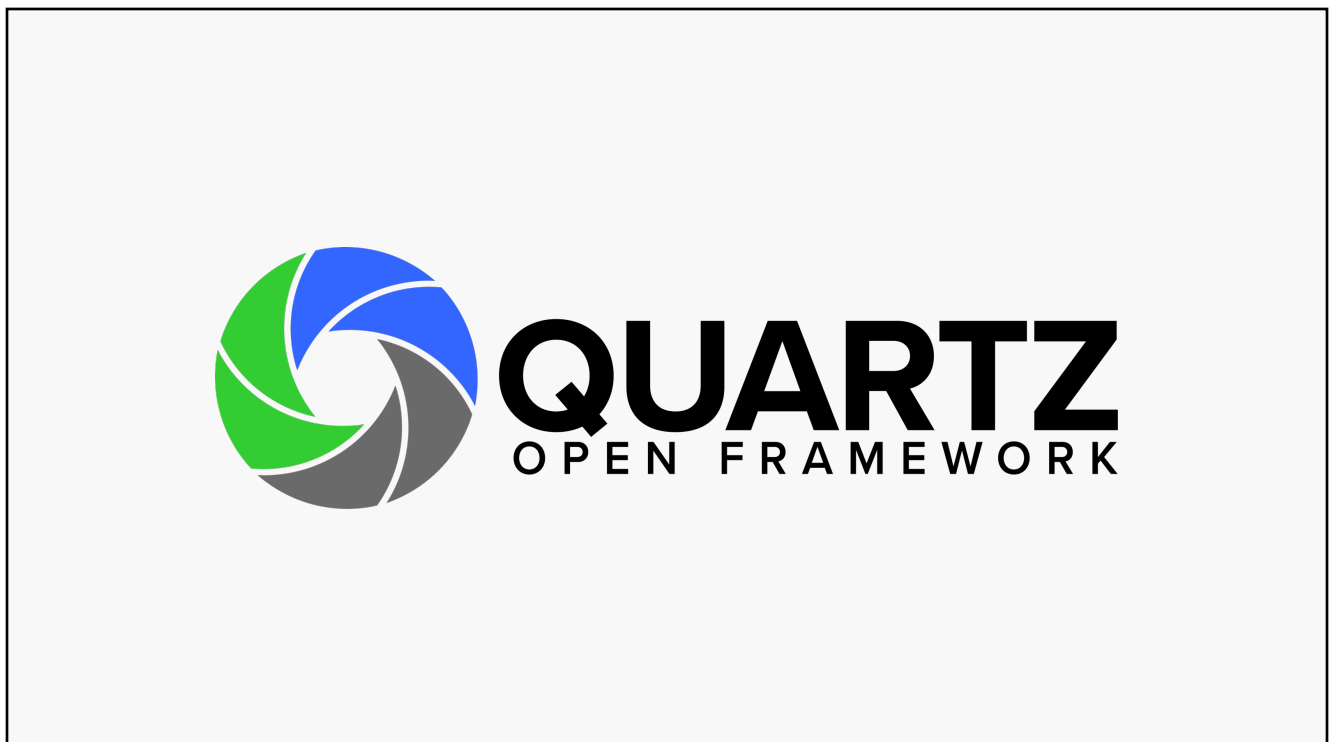
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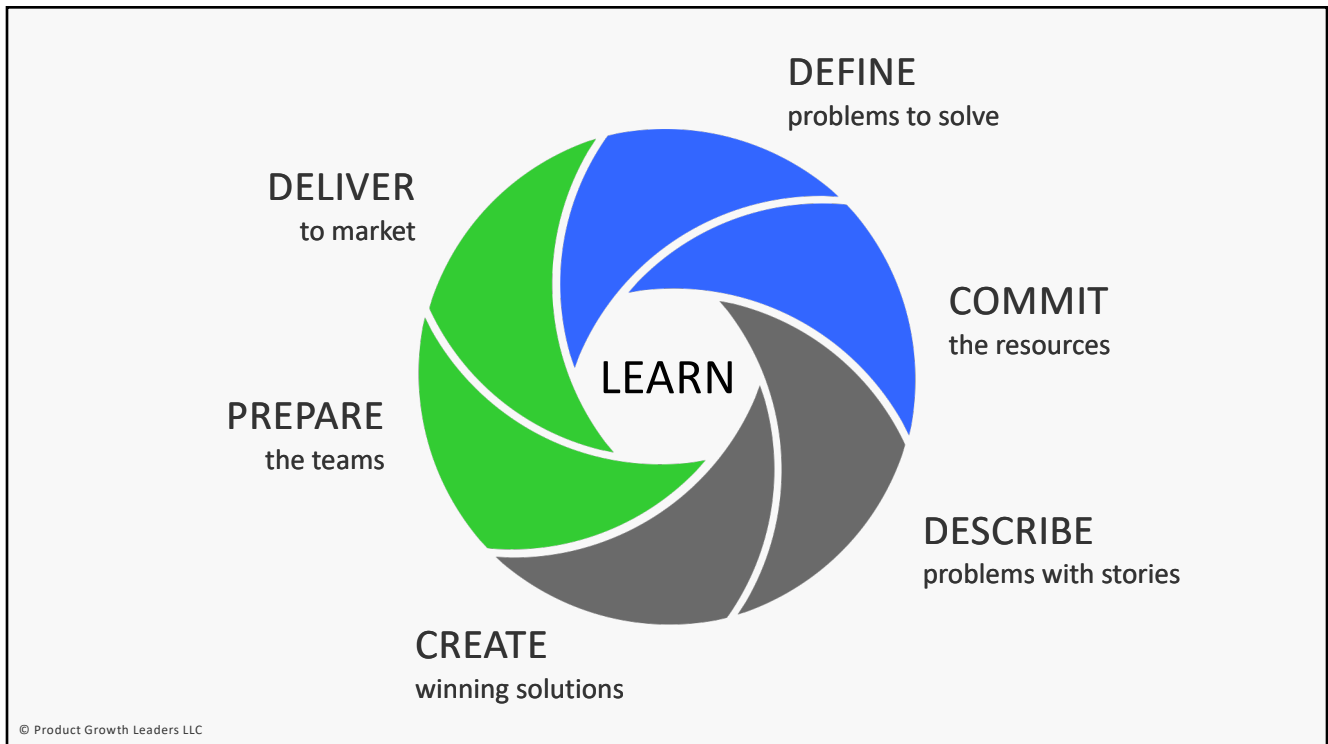
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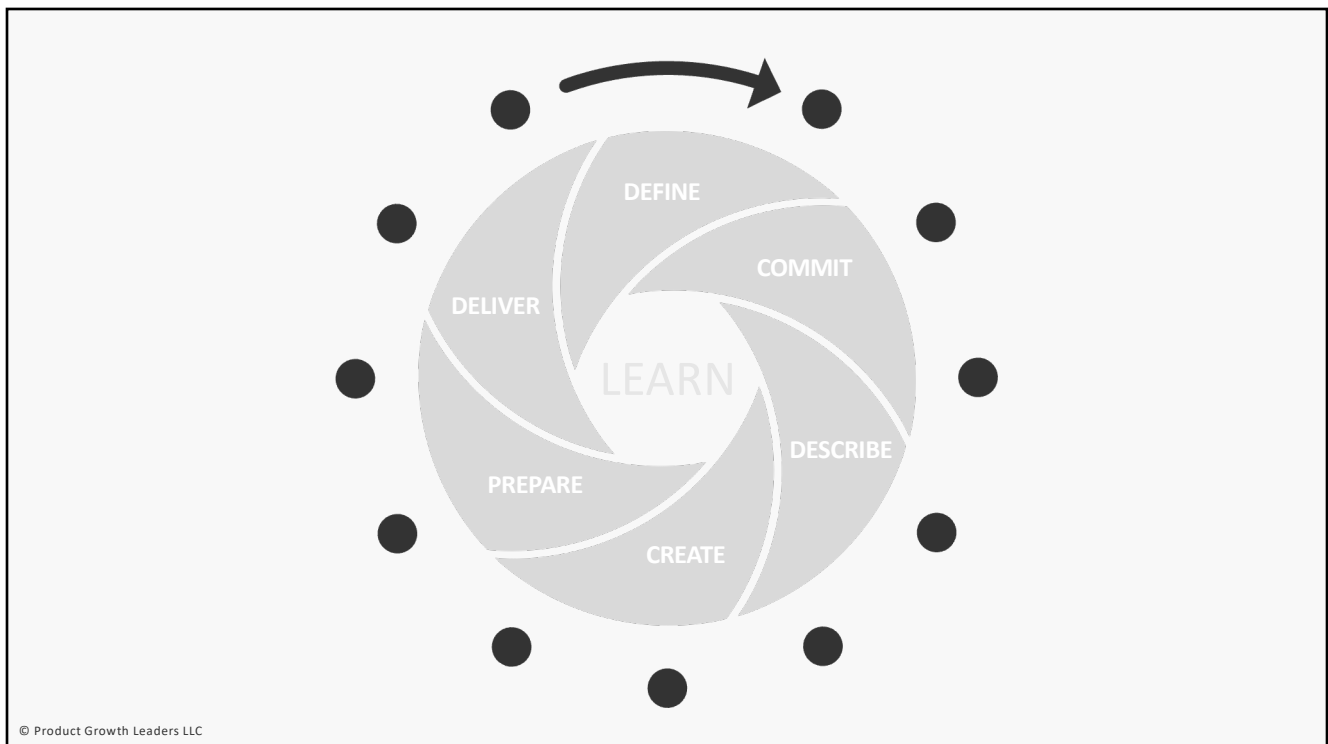
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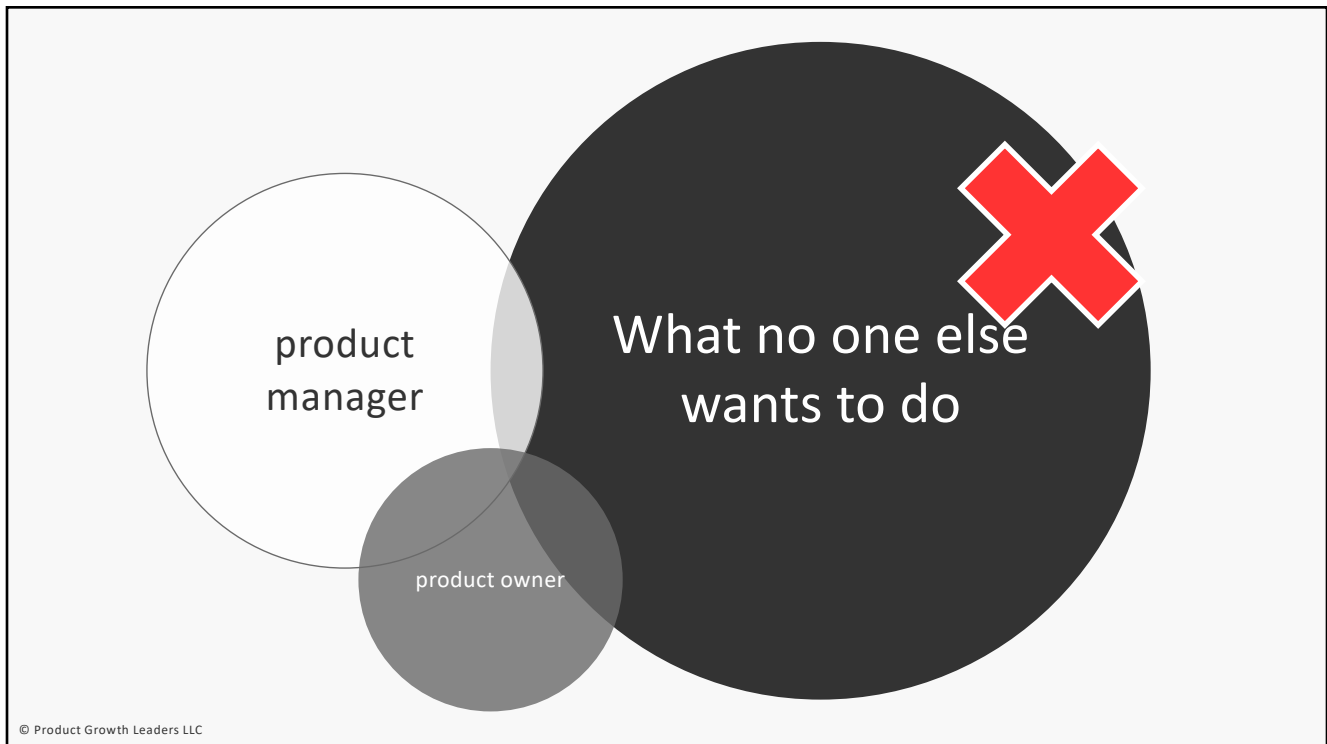
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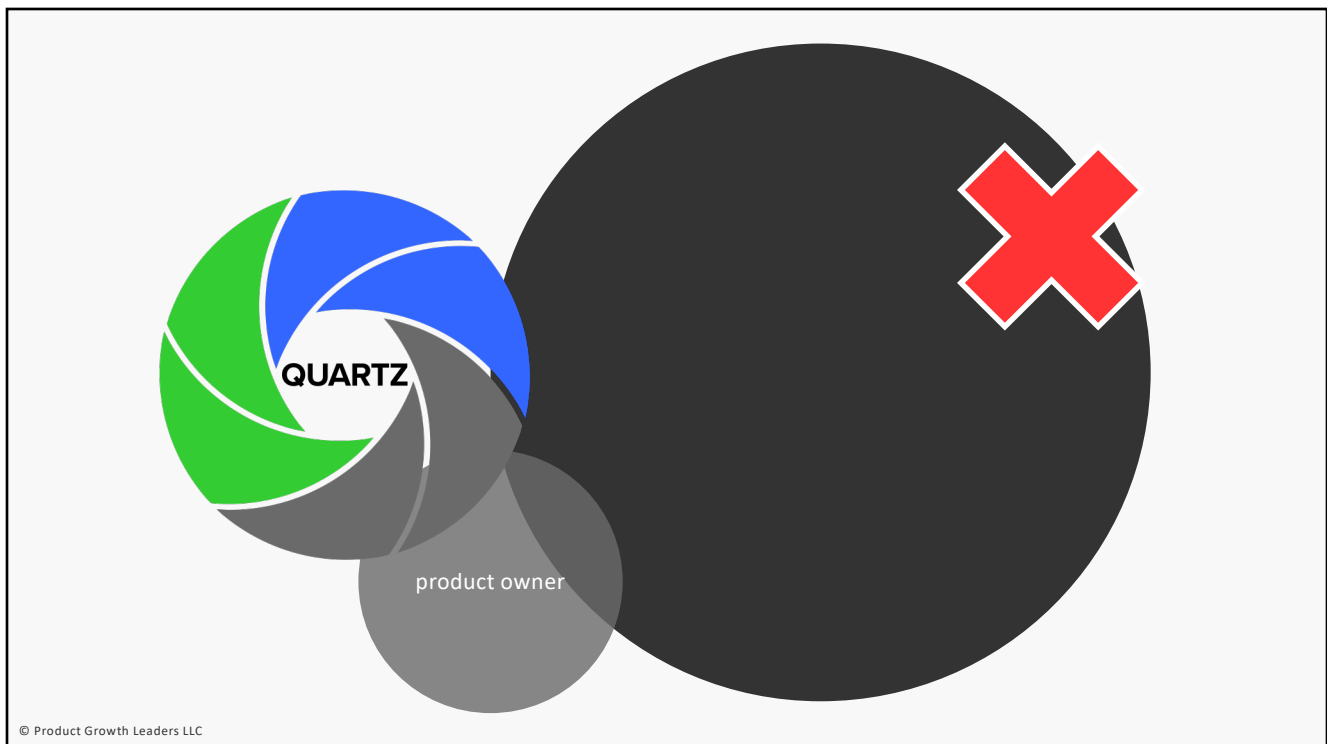
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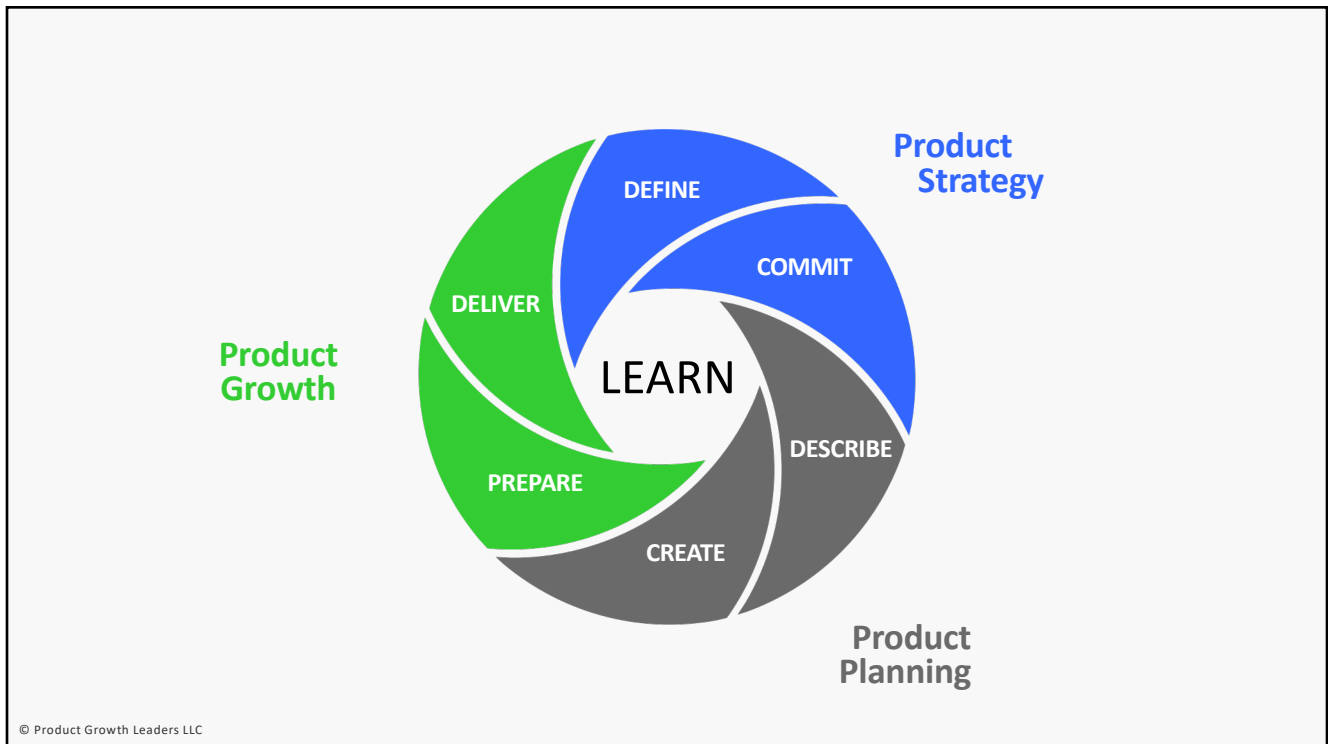
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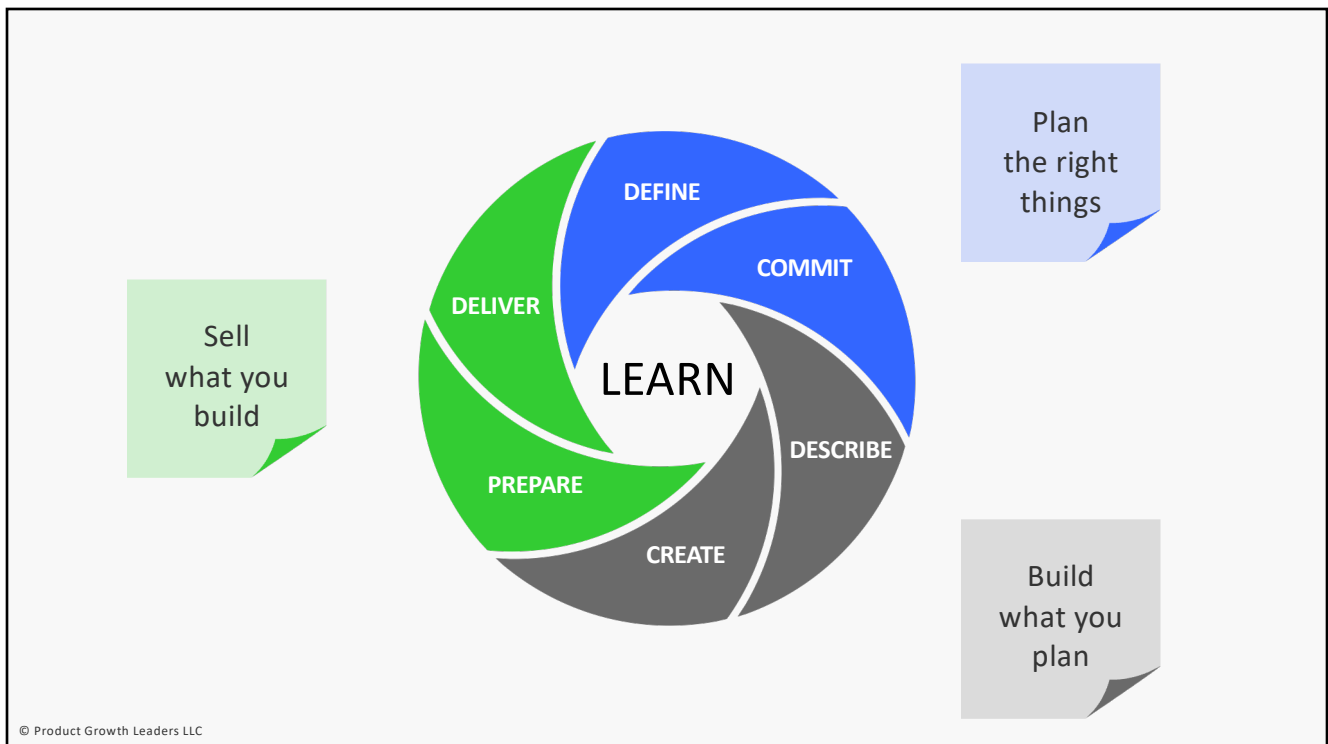
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53



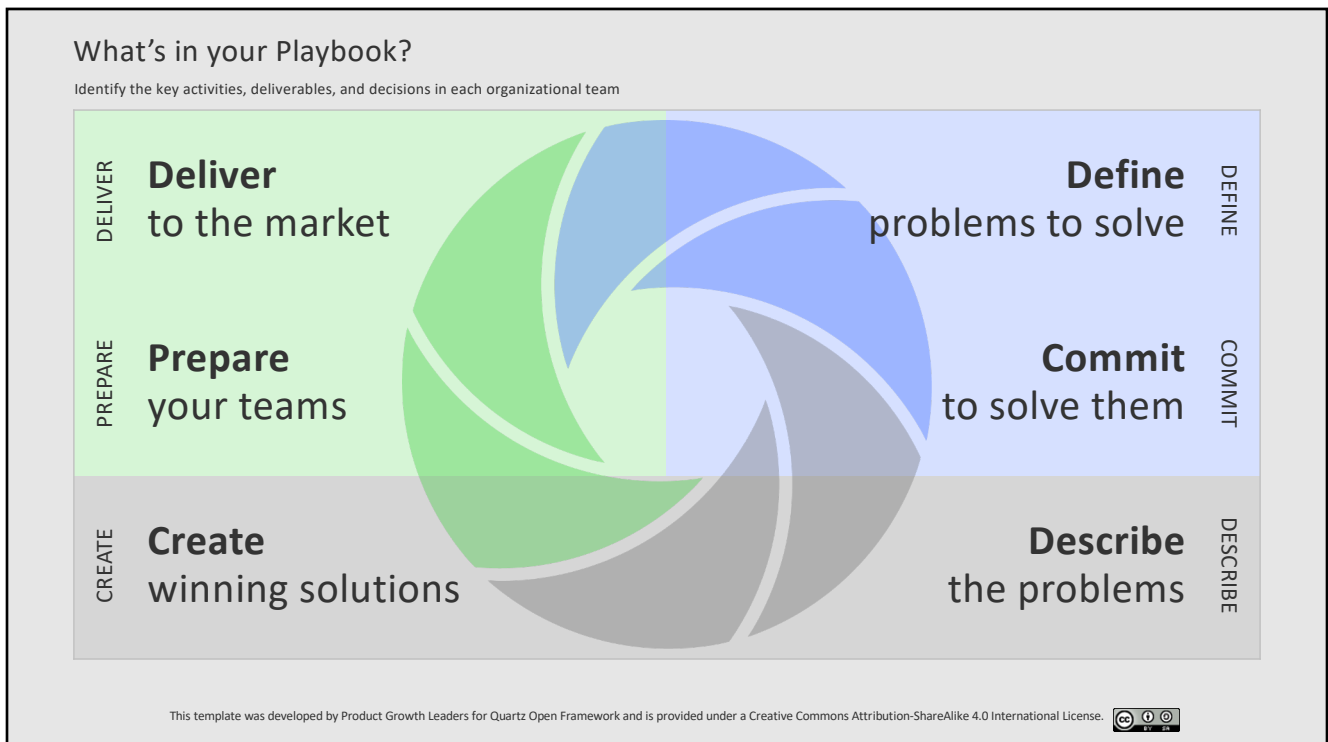
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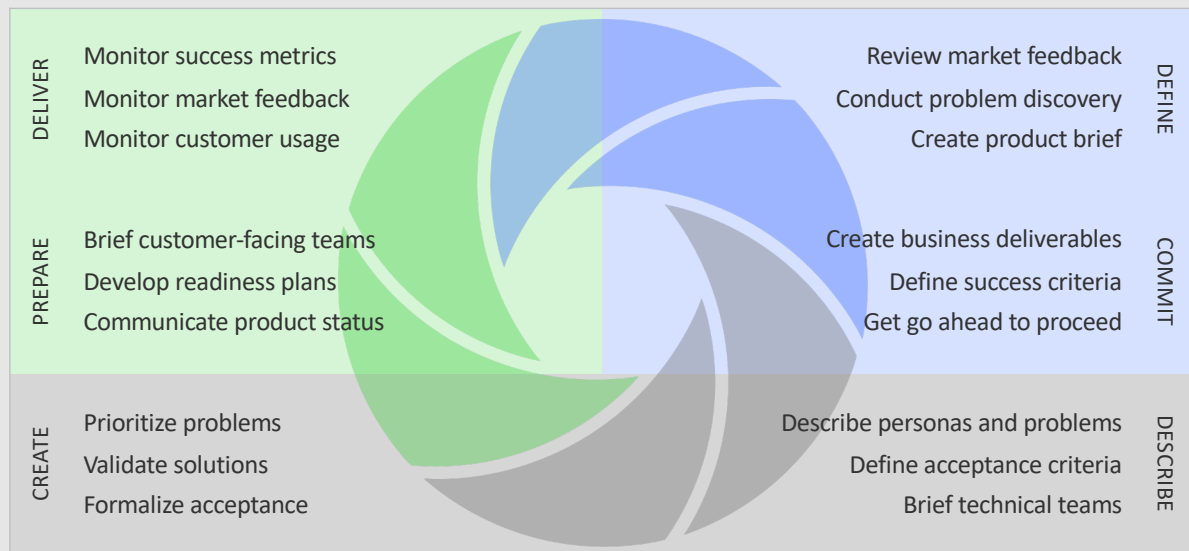
56



57

The Quartz Fundamentals Process

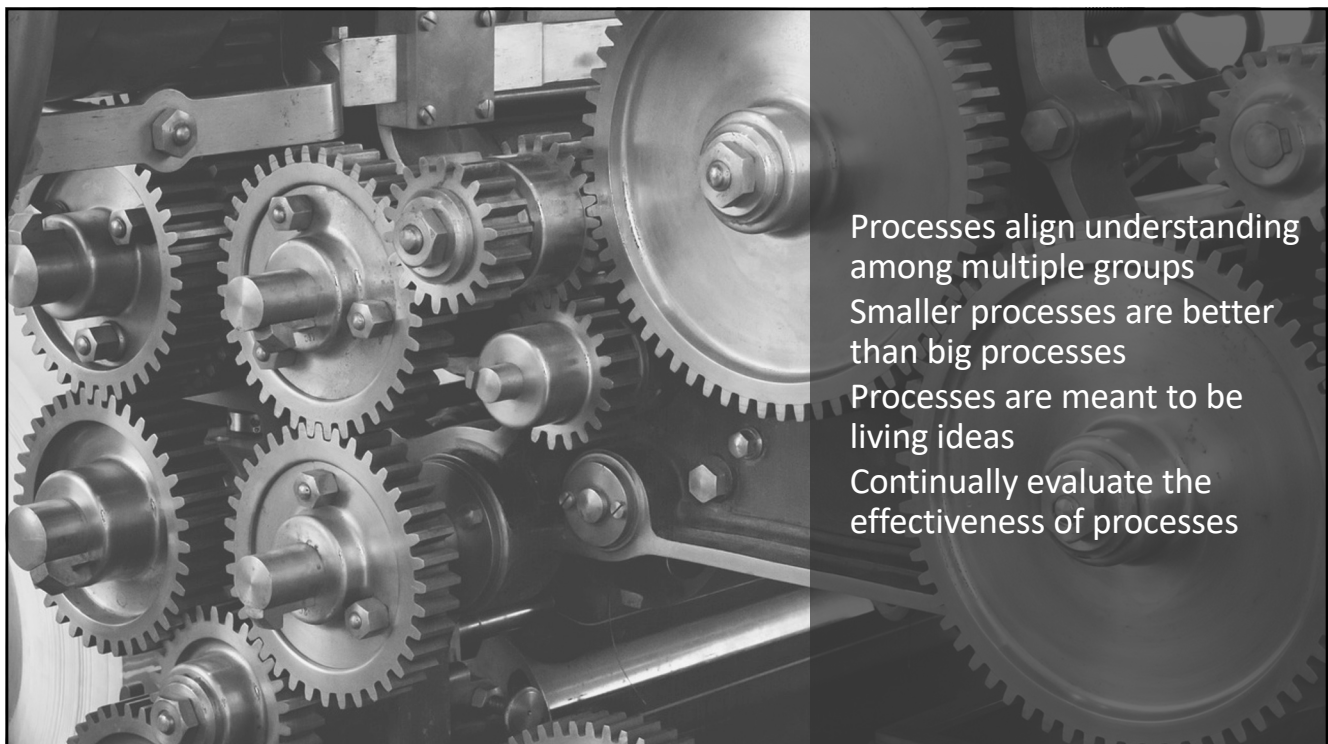
Identify the key activities, deliverables, and decisions in each organizational team



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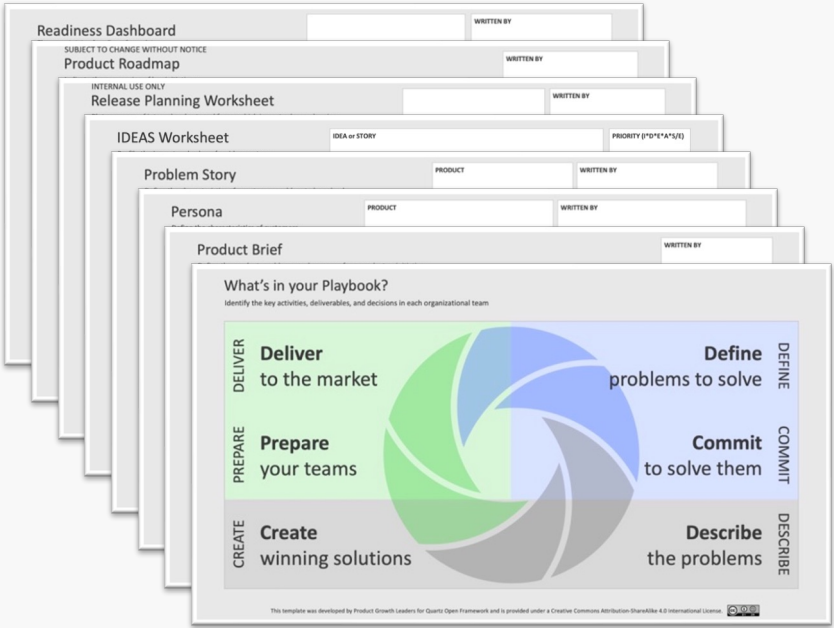


58



Processes align understanding among multiple groups
Smaller processes are better than big processes
Processes are meant to be living ideas
Continually evaluate the effectiveness of processes

59



Get a ready-to-use product playbook from Quartz



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QUARTZ
OPEN FRAMEWORK
PRODUCT PROFESSIONAL

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61



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

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62

Next Steps

64

What is your process?

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



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65

Where does your time go?

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



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66

Where does your time go?

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



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67

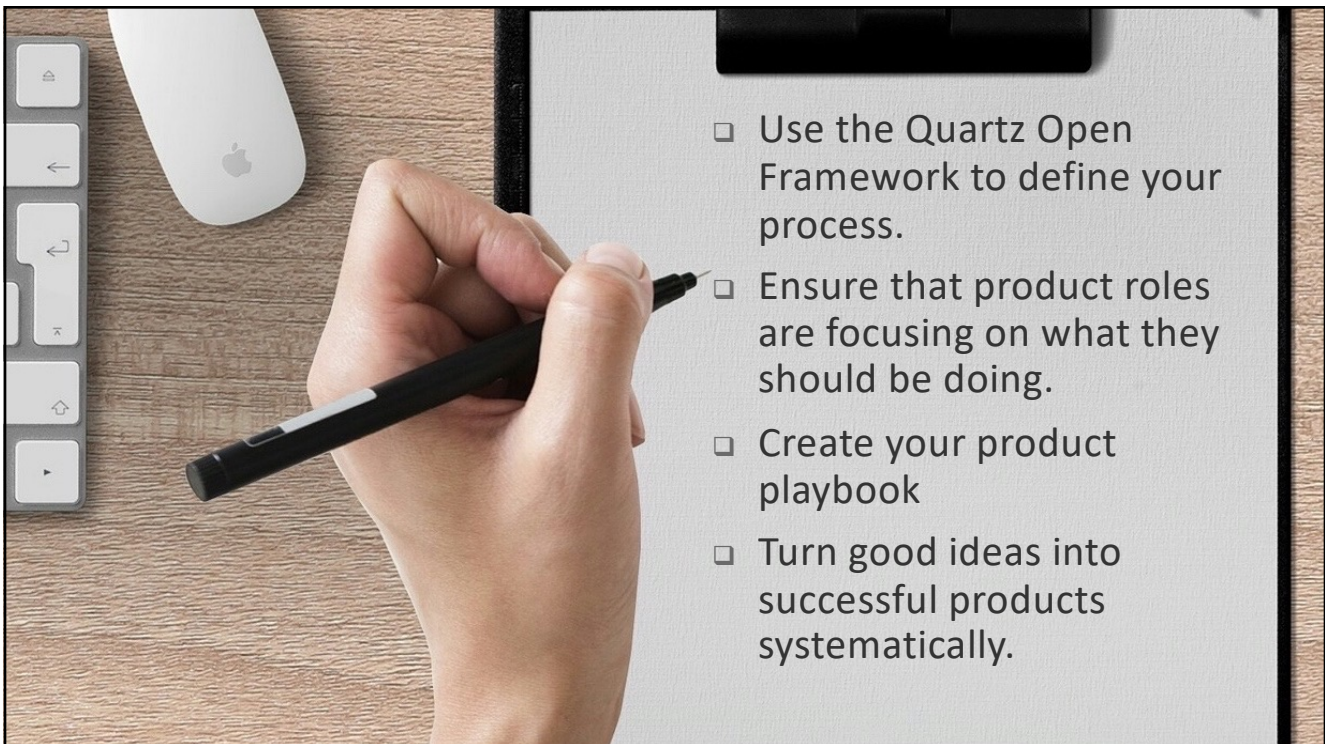
Analyze a Typical Week

ACTIVITY HOURS	M	T	W	Th	F
Analyzing product data					
Customer discovery					
Describing problems with team or stakeholders					
Designing solutions with team or stakeholders					
Finding and validating data					
Documenting (stories, requirements and specs)					
Stakeholder management					
Sales support (sales engineering)					
Customer support					
Recurring meetings					

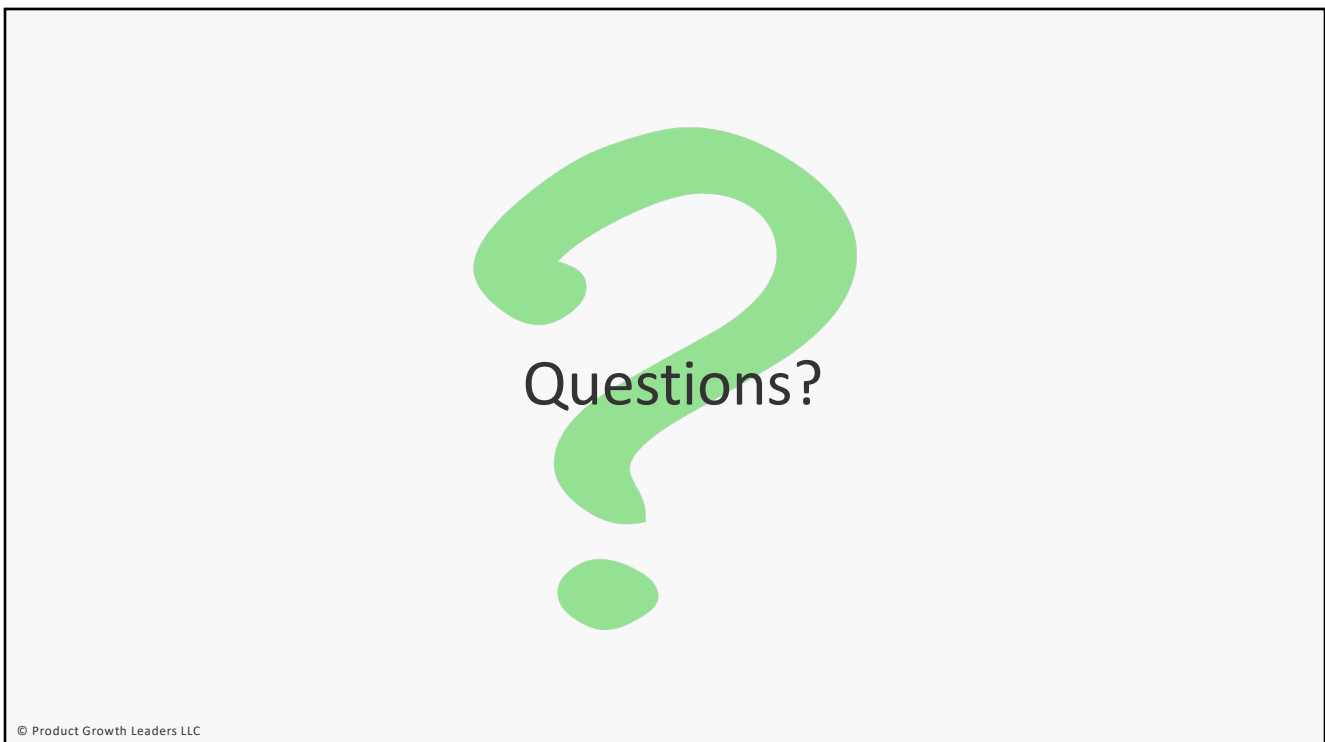
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68



69



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70

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71

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74