

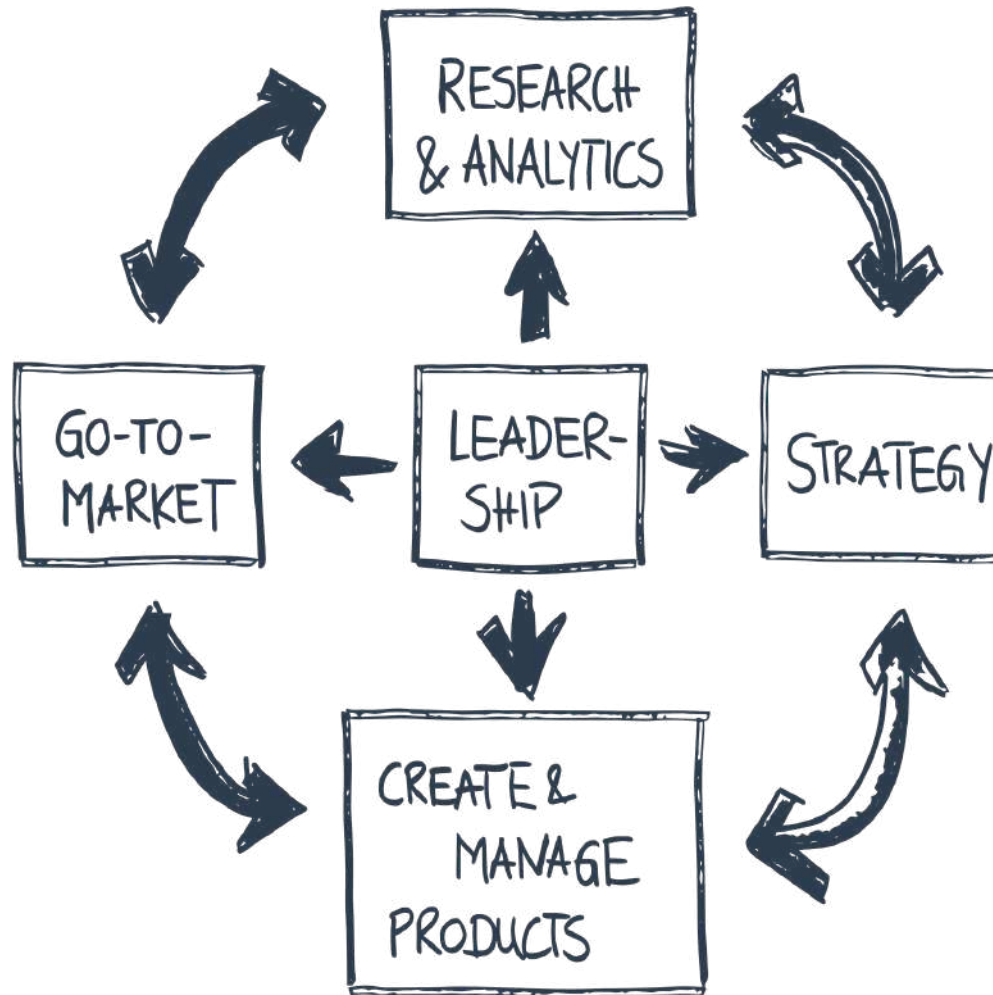


BONUS

PRAXIS TRANSFER

Wildlife im Unternehmen

Der Product Management Cycle





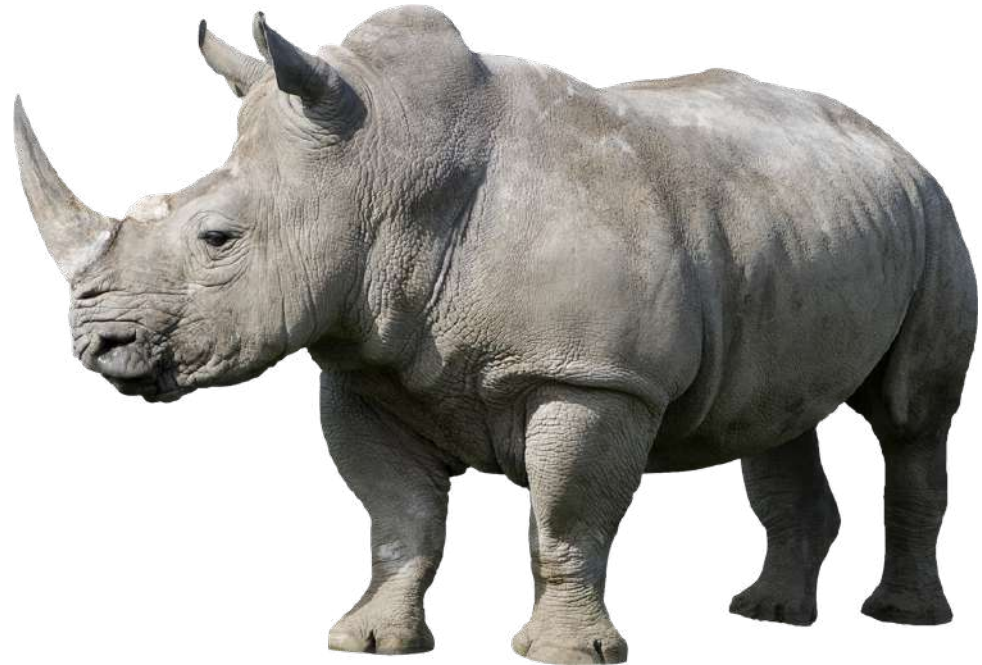
Das HIPPO (Highest Paid Person's Opinion)



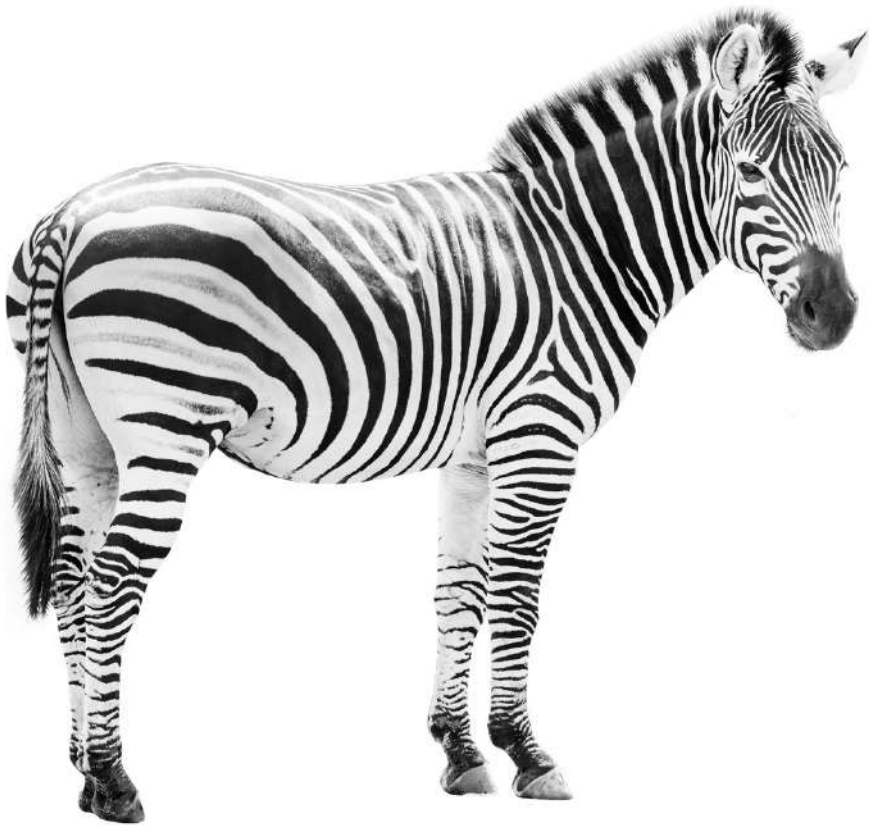
- ✓ Argumente ernstnehmen und abwägen
- ✓ Nicht einschüchtern lassen
- ✓ Gegenargumente sollten Hand und Fuß haben

Das RHINO (Really High-Value New Opportunity)

- ✓ Fundierte Planung
- ✓ Transparenz
- ✓ Offene Kommunikation



Das ZEBRA (Zero Evidence But Really Arrogant)



- ✓ Markt- und Kundenkenntnis
- ✓ Vorsicht vor dem Confirmation Bias

Der WOLF (Working On Latest Fire)

- ✓ Fokus halten
- ✓ Strategisch arbeiten
- ✓ Proaktiv handeln



Der Seagull Manager *(Viel Lärm, viel Dreck, viel Chaos)*



- ✓ Transparente Kommunikation
- ✓ Verständnis schaffen
- ✓ Als Richtungsweisend verstehen, statt Richtung vorgebend

A photograph of two women sitting and talking. The woman on the right is Black, with long dark hair, wearing a white blazer over a white shirt. She is gesturing with her right hand. The woman on the left is white, with brown hair in a ponytail, wearing a white sleeveless top and blue jeans. They are in a bright, modern interior with large windows in the background.

“

Tipp 1: EMPATHIE



Tipp 2:

Bilaterale Gespräche

A person's hands are visible, one typing on a laptop and the other writing on a document with a pen. The documents feature various charts, including bar graphs and pie charts. The scene is set on a wooden desk with a laptop and several papers.

“

Tipp 3:

Fakten schlagen Meinungen



create products that matter.
make a difference.
together.

www.productlounge.net

