



PRODUCT
SCHOOL

Webinar: Effective Tips & Tools for
Stakeholder Management

By: Peloton Senior Product Manager

Vizle

www.productschool.com



<https://vizle.offnote.co>

Contact us: vizle@offnote.co

This document was generated automatically by **Vizle**

Your **Personal Video Reader Assistant**

Learn from Videos **Faster** and **Smarter**

VIZLE PRO / BIZ

- Convert *entire* videos ^{PDF, PPT}
- *Customize* to retain all essential content
- Include Spoken *Transcripts*
- Customer support

Visit <https://vizle.offnote.co/pricing> to learn more

VIZLE FREE PLAN

- Convert videos *partially* ^{PDF only}
- Slides may be *skipped**
- Usage restrictions
- No Customer support

Visit <https://vizle.offnote.co> to try free

Login to Vizle to unlock more slides*



Who Are Your Stakeholders?



A Stakeholder: Any person, internal or external that is impacted by your product *(or could be in the future)*.

- Invested in your products success
- Invested in creating your product
- Invested in the impact your product will make

Your stakeholders will vary based on the type of product you own. Different stakeholders will also be more or less invested in each phase of your product's lifecycle:

1 - Define the Strategic Mission

2 - Define the Solution

3 - Design the Product

4 - Build and Launch

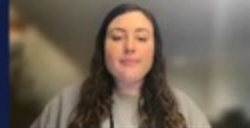
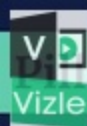
5 - Learn, Share & Iterate

Business Stakeholders, Project Sponsors, and Program Management

Engineering

User Research & Design

Analytics



PMs are responsible for communicating with both senior leaders and entry level team members, sometimes in the same form of communication. Your messaging and approach can and should change based on the type of person you are working with.

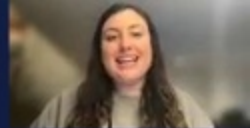
Some Factors to Consider

Level of Involvement

- **Leadership:** Cares about the 'so-what', high level experience, and if/when we can get it done.
- **Partner Stakeholders:** Cares about information most pertinent to their team.
- **Direct Team:** Requires the appropriate background, detail and documentation to design / build the product.

Background / Awareness

- Relevant subject matter expertise
- Technical vs. non-technical
- In the weeds vs. TL:DR
- Past involvement in this project or adjacent project
- Has an existing relationship with you

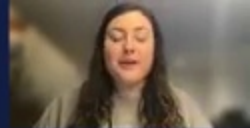


Clear, Concise & Organized Tip!



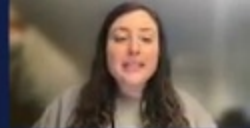
Have a major meeting with a senior leader or stakeholder? **Practice, practice, practice!** Walking through your material out loud before presenting allows you to iron out your storyline and anticipate questions that may be asked. Bonus – record yourself, listen for filler words & pauses (it's painful, but it helps tremendously!)

Applying the Pillars



"This could've been an email"





2021 Spotify Wrapped | Podcast Data Issue

spotifywrappedstakeholders@pretendproject.com

2021 Spotify Wrapped | Podcast Data Issue

Hi All,

As many are aware, we identified a data issue that is **restricting our ability to launch all podcast features** for 2021 Spotify Wrapped, originally planned for a 11/30 launch. The team reviewed our options and is recommending **delaying launch to 12/3** to enable MVP podcast capabilities. Please find details about the issue and background on our decision below.

Issue: Dummy data was being used to source podcast wrapped features, when conducting final testing we identified a missing podcast integration that was not built.

Impact:

- **Experience:** All features using podcast data are not working - this includes top podcasts, podcast minutes listened, and total minutes listened
- **Success Metrics:** Podcast features unlock 20% of user impressions forecasted, resulting in a loss of ~12M impressions.

Options and Recommendation

Option	Pros	Cons
Option 1 - RECOMMENDATION: Delay Launch to 12/3 to build MVP features (top podcasts only)	<ul style="list-style-type: none">• Enables critical podcast features planned• Members not aware of planned launch date	<ul style="list-style-type: none">• Minimal testing time• Lose subset of 30M overall impressions due to launch delay (avg. 2M per day)• Minor impression impact from minutes listened features
Option 2: Remove Experience Team Launch	<ul style="list-style-type: none">• Keep to November 30 Launch Date• Preserve & maximize impact to music impressions	<ul style="list-style-type: none">• Lose 12M podcast impressions• Negative customer sentiment on relative value of podcast segment of Spotify business
Option 3: Delay launch to 12/15 to build all Podcast features	<ul style="list-style-type: none">• Enables entire podcast experience and unlocks projected podcast impressions	<ul style="list-style-type: none">• Lose subset of 30M overall impressions due to launch delay (avg. 2M per day)

Please reach out by **12/3** if you have any questions or concerns about our recommendation, we'd like to officially close this decision by the end of the week.

Best,
Lauren



<https://vizle.offnote.co>

Contact us: vizle@offnote.co

This document was generated automatically by **Vizle**

Your **Personal Video Reader Assistant**

Learn from Videos **Faster** and **Smarter**

VIZLE PRO / BIZ

- Convert *entire* videos ^{PDF, PPT}
- *Customize* to retain all essential content
- Include Spoken *Transcripts*
- Customer support

Visit <https://vizle.offnote.co/pricing> to learn more

VIZLE FREE PLAN

- Convert videos *partially* ^{PDF only}
- Slides may be *skipped**
- Usage restrictions
- No Customer support

Visit <https://vizle.offnote.co> to try free

Login to Vizle to unlock more slides*