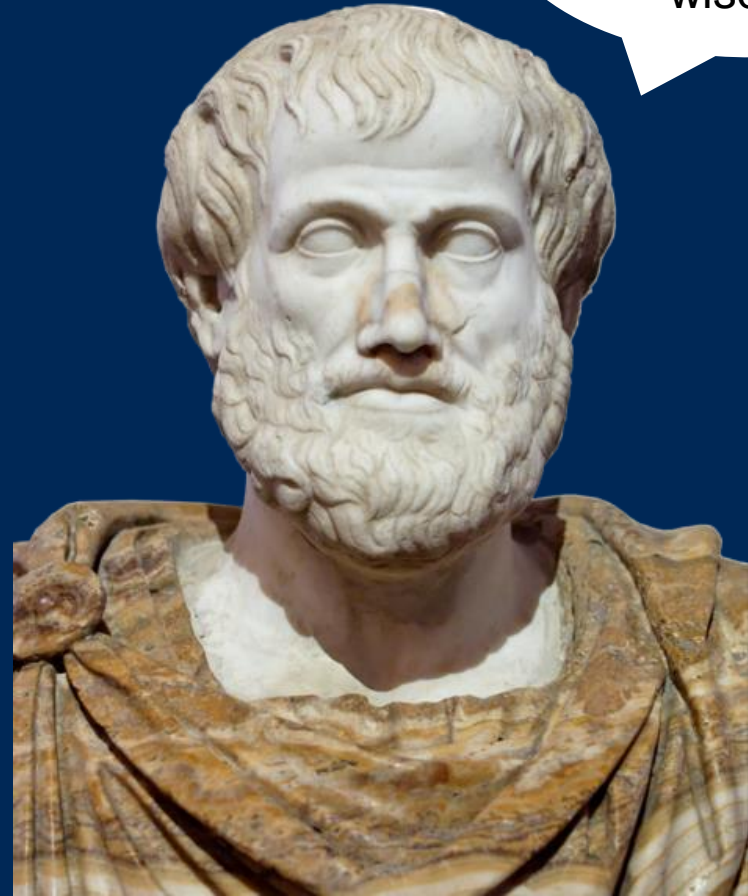


Back to the Future: First Principles of Product Management

Cliff Gilley, VP Analyst
Gartner for Product Teams

FIRST PRINCIPLES



Knowing
yourself is the
beginning of all
wisdom

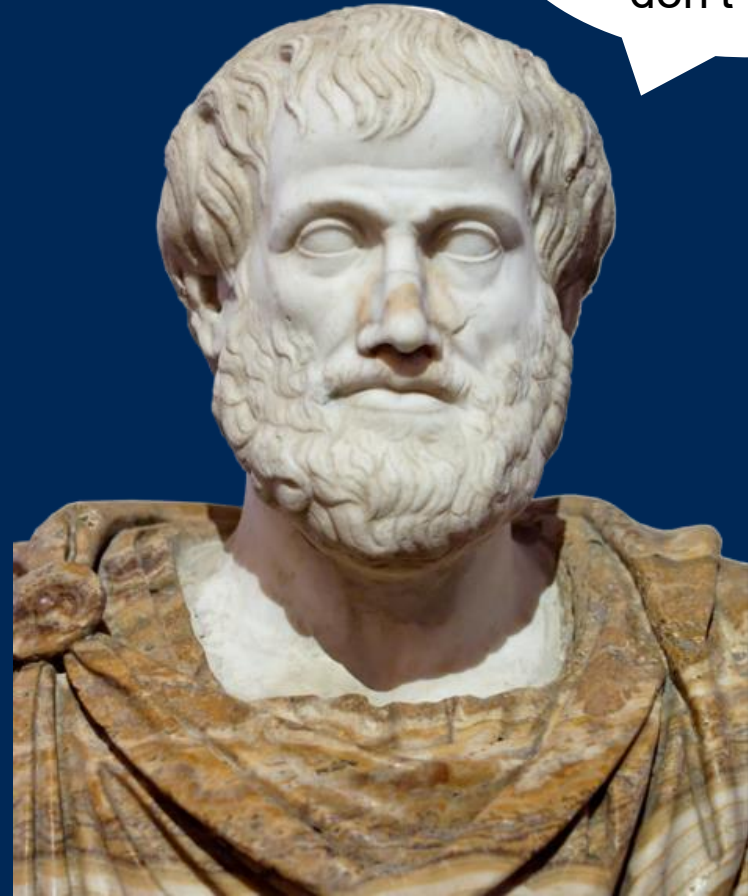
Challenge Assumptions

Fundamental Truths

Break It Down, Then Rebuild It

FIRST PRINCIPLE

#1



The more you know, the more you realize you don't know.

Customers Matter Most

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Real Solutions

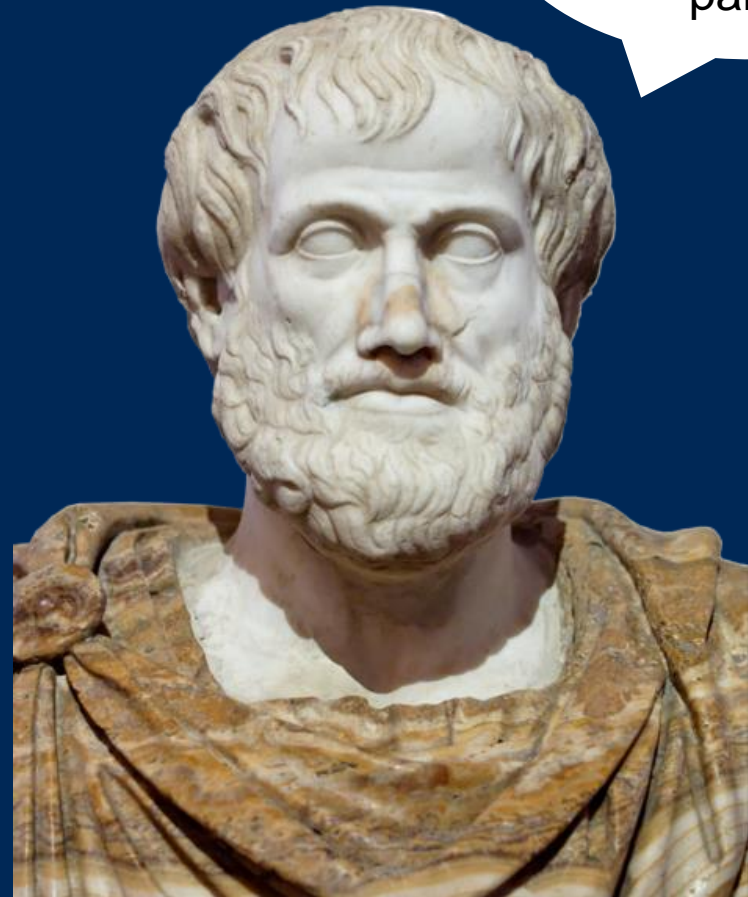
Real Problems

Real People

**There is NO
Substitute
For Actual Users**

FIRST PRINCIPLE

#2



The whole is
more than the
sum of its
parts.

Business Matters Too

**Products
Aren't Created
In The Abstract**

Business Realities

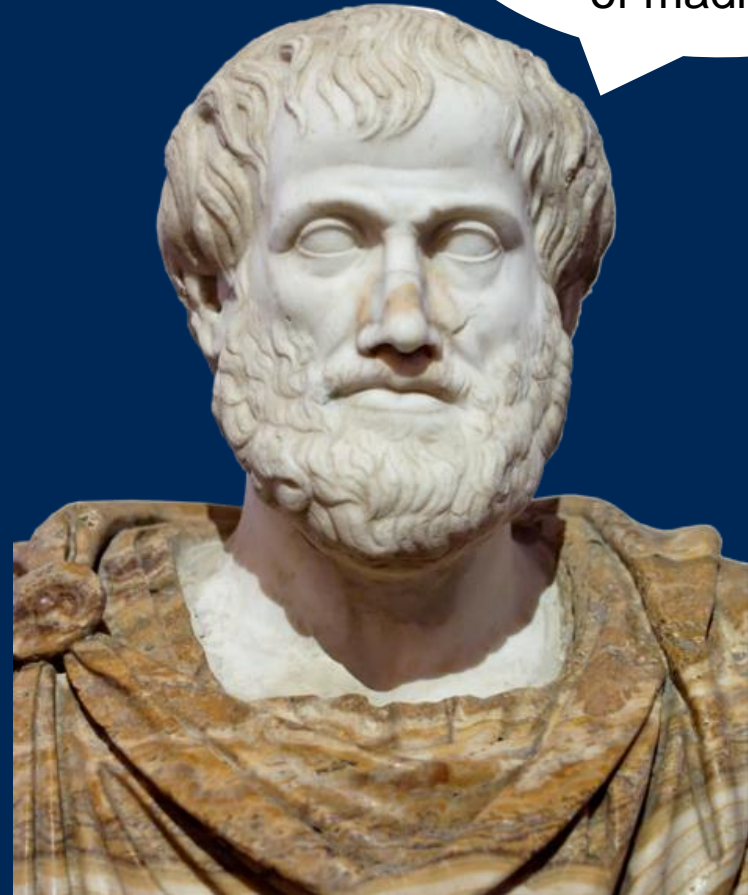
Constrain

Product Philosophy

**Customer Success
Generates
Business Success**

FIRST PRINCIPLE

#3



No great mind
has ever existed
without a touch
of madness.

The Unknown Persists

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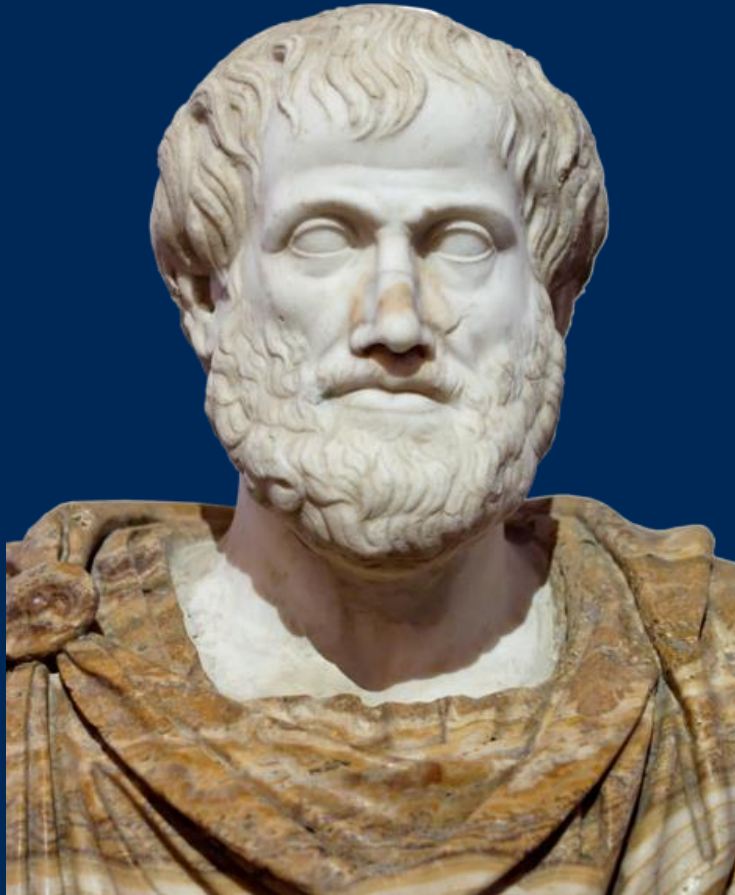
**You Can't Control
What You
Don't Understand**

Measured

≠

Matters

“Safety Blankets” And The Illusion Of Control

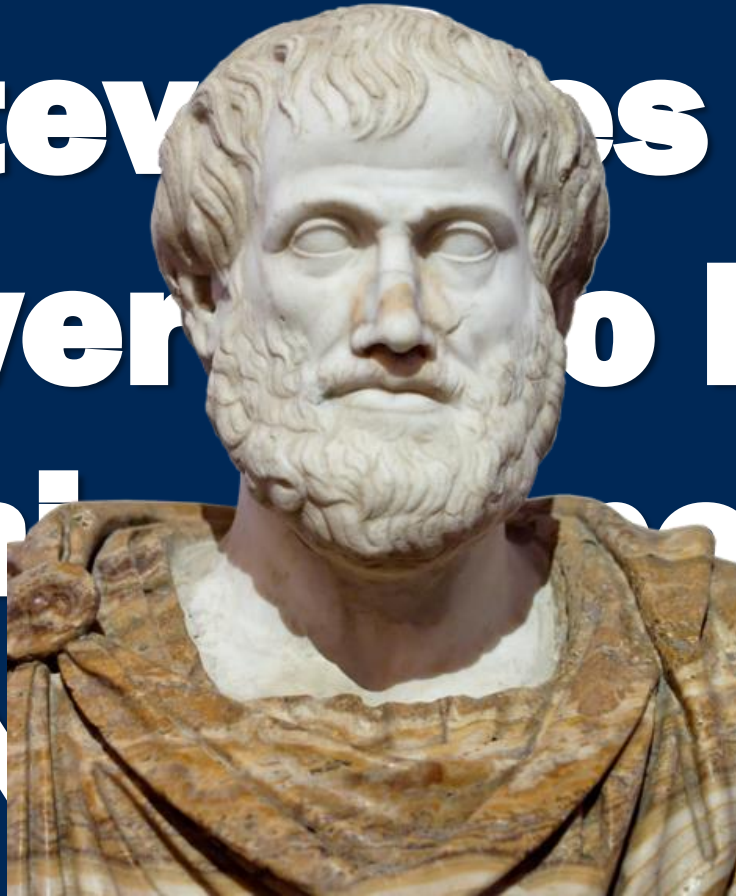


“Men acquire a particular quality by constantly acting a particular way...you become better product managers, just by performing just actions, temperate by performing temperate actions, brave by performing brave actions.”

First Principles in Action

- 1. Prioritize customer conversations over internal interactions**
- 2. Bridge the needs of the business with the needs of the customer**
- 3. Be transparent about learnings, changes, and impacts as they happen**

**“Whatever lies within
Our power also lies also
With power
N”**



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