Twitter Thread by Shreyas Doshi



Shreyas Doshi
@shreyas

A thread of resources for aspiring & new Product Managers:

(should also be useful for Eng, Design, Data Science, Mktg, Ops folks who want to get better at PM work or want to build more empathy for your PM friends ■■)

(oh, and pls also share *your* favorite resources below)

■■

1/

Product Management - Start Here by @cagan
(hard to go wrong if you start with Marty Cagan's work)

https://t.co/hft46GK3Pm

2/

Tips for Breaking into PM by @sriramk
(I've recommended this thread in my DMs more often than any other thread, by a pretty wide margin)

https://t.co/lIaEAwDck9

> Breaking into PMing - a \U0001f9f5 // A question folks from eng/design/other functions often have how to become a PM in a tech co.
>
> It can seem non-obvious and differs with each company but here are some patterns I've seen work. All the below assumes you have no PMing on your resume.
>
> — Sriram Krishnan (@sriramk) April 14, 2020

3/

Top 100 Product Management Resources by @sachinrekhi
(well-categorized index so you can focus on whatever's most useful right now)

https://t.co/DrduxS6cfq

4/

Brief interruption.

It's important to understand your preferred learning style and go all in on that learning style (vs. struggling / procrastinating as you force a non-preferred learning style)

https://t.co/f3H0bab7pt

> There is no One Correct Way\u2122 to learn
>
> Don\u2019t feel pressured to read 70 books/year just becos Super-Successful Person X does that
>
> Videos, Podcasts, Audiobooks, Discussions\u2014all are fine
>
> What to do:
> Understand your preferred learning style
> Don't resist it, embrace it
> Commit to it
>
> — Shreyas Doshi (@shreyas) August 15, 2020

5/

Podcast:
Build with @maggiecrowley

https://t.co/7aCZ3oh6Bl

6/

Other podcasts I like as a PM

https://t.co/voOqetlv2U

> Other podcasts I like as a PM, besides Invest Like The Best:
> Freakonomics
> Planet Money
> How I Built This
> Hidden Brain

> The Look & Sound of Leadership
> Wizard of Ads
> The Knowledge Project
> Masters of Scale
> The Twenty Minute VC
>
> — Shreyas Doshi (@shreyas) July 7, 2020

7/

Twitter is an invaluable resource for product people, much better than LinkedIn content.

Use it, and tell your PM friends to use it too.

But whom to follow?

Check out this list:
https://t.co/2cCPLZpQn7

(fellow PMs, please reply below with other lists/accounts you like)

8/

Consider following PM communities such as @TheProductfolks @womenpm

(fellow PMs, please do share more PM communities below)

9/

Top 3 books for entry level PMs:
Inspired
Getting Things Done
The 7 Habits of Highly Effective People

https://t.co/LJbTQUtF3B

> 3 book recos for PMs, by level
>
> Entry level (APM/PM1/2):
> Inspired
> Getting Things Done
> 7 Habits of Highly Effective People
>
> Mid-level (SrPM/GPM):
> Super Thinking
> High Output Management
> Understanding Michael Porter

> Leadership (Dir/VP):
> 7 Powers
> Are Your Lights On
> The Charisma Myth
>
> — Shreyas Doshi (@shreyas) October 20, 2020

10/

Also check out Escaping the Build Trap @lissijean

https://t.co/bTCGsQk5Ib

11/

I'm a fan of product/UI/strategy teardowns as a way to "learn-by-doing".

One teardowns resource I've recommended for a while is https://t.co/BSeVzFZSNG

There are a few out there (fellow PMs, please share more teardown resources below).

12/

Lastly:

Be sure you want to be a PM. It's a great role. I love it.

But PM isn't the "step up" that ppl think it is.

There are other paths to success.

So choose it for the right reasons & be open to cutting your losses if you find out it isn't for you

All the best!
❤■■■

What other great resources did I miss?

Please reply to this tweet to share with the community.

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Back to the top of this thread: https://t.co/Rx3JH7eNbA

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build more empathy for your PM friends \u263a\ufe0f)

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— Shreyas Doshi (@shreyas) December 13, 2020