



Moving from Business Analyst to Product Owner to Product Manager Session Handout

Roles Product People Play

Product Manager



Product Owner



Business Analyst



Why move into product

| Why become a Product Owner | Why become a Product Manager |
|--|--|
| <p>Prefer working with devs & designers to build solution</p> <p>PO = BA + Decisions</p> <p>Your org has gone through agile transformation</p> | <p>Want to work with product team in discovery and delivery</p> <p>PM = BA + Decisions + Experiments + user research</p> <p>Your org is going through product transformation</p> |

How to move into product

| | Current Org | New Org |
|------------------|---|--|
| Revenue Product | <p>Practice discovery on your org's customers</p> <p>Familiarize yourself with market and competitors</p> <p>Be very familiar with your org's products</p> <p>Network with product managers in your org</p> <p>Work on customer facing systems as an interim step</p> | <p>Try. The. Product.</p> <p>Find companies in an industry you're familiar with</p> <p>Create your own product</p> <p>Describe your BA experience in product terms</p> <p>Consider B2B enterprise products</p> |
| Enabling Product | <p>Practice discovery with your users</p> <p>Figure out how your work impacts customers</p> <p>Pick up strategy skills</p> <p>Find the teams already "doing" product</p> <p>Figure out how to measure outcomes</p> | <p>Find companies in an industry you're familiar with</p> <p>Describe your BA work in product terms</p> <p>Practice user research on org's customers</p> <p>Learn what you can about target org's strategies</p> <p>Build a network through events like this</p> |



Product Transformation

| PROJECT ORIENTATION | | PRODUCT ORIENTATION |
|--|----------------------|--------------------------------------|
| HOW MUCH WILL THIS COST? | BUDGETING | HOW MUCH ARE WE WILLING TO SPEND? |
| FIXED DURATION | TIME FRAME | ENTIRE PRODUCT LIFECYCLE |
| DELIVER AN ASSIGNED SOLUTION | DEFN OF SCOPE | ASKED TO SOLVE A PROBLEM |
| OUTPUT, ON TIME, IN BUDGET | SUCCESS | ACCOMPLISH OUTCOME |
| TEMPORARY, SPLIT FOCUS, PULLED FROM RESOURCE POOLS | TEAM MAKEUP | STABLE, DEDICATED, ALL NEEDED SKILLS |
| BUILD ONLY | TEAM OWNS | BUILD AND RUN |
| EXPENSE | IT ORG | INVESTMENT |

Lessons Learned

- Don't worry about title, focus on skills
- Explain how BA experience applies to Product Management
- Do Discovery (and Analysis) in increments
- Acquire additional skills while in your BA role

To Learn More

- Visit the BBC 2023 page on InsideProduct.co: <https://insideproduct.co/bbc-2023>
- Subscribe to the InsideProduct newsletter: <https://pages.insideproduct.co>

Contact

Kent J. McDonald

kentjmcdonald@gmail.com

LinkedIn: <https://www.linkedin.com/in/kentmcdonald>