



Career Enhancing Habits for BAs and PMs

Kent J McDonald

insideproduct.co/pmba-chicago

You made it!

When's the last
time you used a dollar figure to
describe your work?

Career Enhancing Habits

01 IMPACT

Connect your work to how
money flows through
the organization

02 CONTEXT

Match your approach
to the moment

03 JUDGMENT

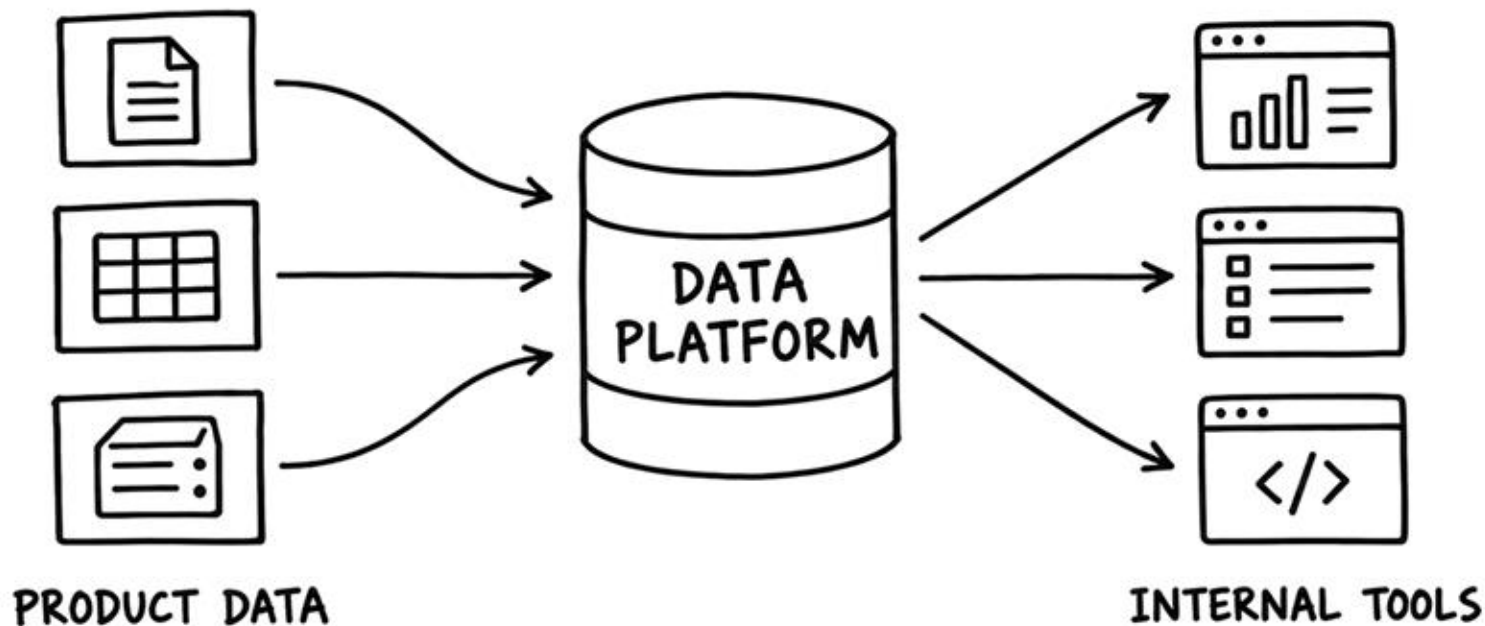
Make decisions that balance
impact and context

CAREER VISIBILITY COMPOUNDS WHEN YOU PRACTICE ALL THREE

*If you were the CEO,
would you fund your team?*

— Matt LeMay

WE BUILT SOMETHING GENUINELY USEFUL



WE JUST DIDN'T EXPLAIN WHY IT MATTERED

My contract wasn't
renewed.

Habit 1

01 IMPACT

Connect your work to how
money flows through
the organization

*FIND THE NUMBER YOUR
LEADERSHIP IS TRYING TO MOVE.
EXPLAIN HOW YOUR WORK
MOVES IT.*

How to find your number

FINANCIAL
SERVICES

ASSETS UNDER
MANAGEMENT

INSURANCE

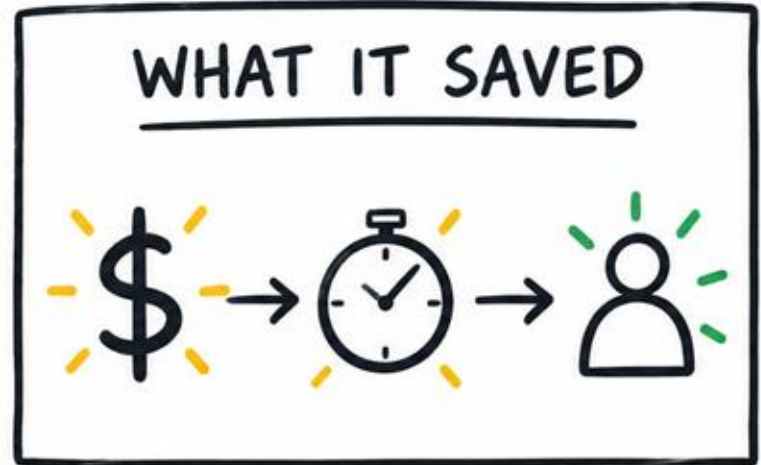
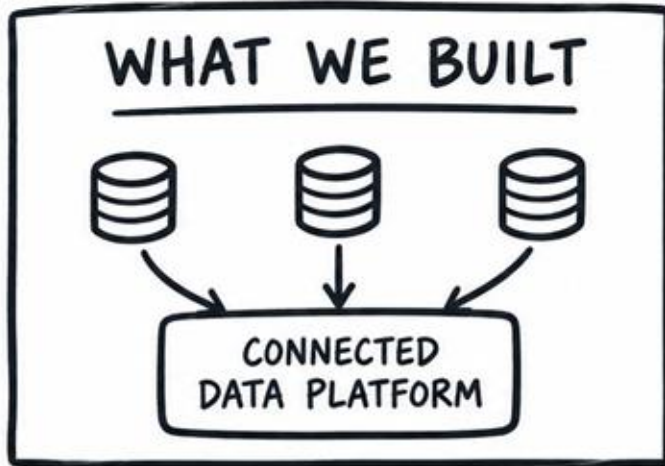
CLAIMS RATIO

RETAIL

MARGIN

THE MONEY STORY SWAP

FROM DELIVERY TO IMPACT



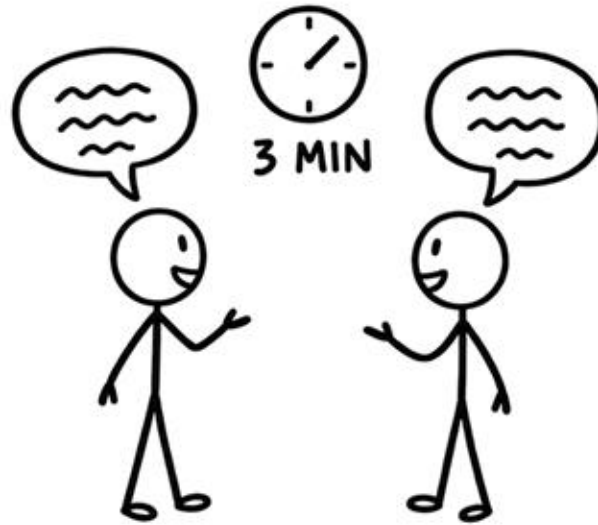
COST • CAPACITY • RISK

*WE BUILT A PLATFORM
THAT GIVES TEAMS ONE
CONSISTENT VIEW OF
PRODUCT DATA.*

*WE BUILT A PLATFORM
THAT CUT MONTHS OF
WORK DOWN TO DAYS FOR
EVERY TEAM THAT USES IT.*

YOUR TURN

WHAT NUMBER IS
YOUR LEADERSHIP
TRYING TO MOVE
RIGHT NOW?



DOES YOUR WORK
MOVE IT? IF SO,
HOW?

SHARE WITH THE PERSON NEXT TO YOU.

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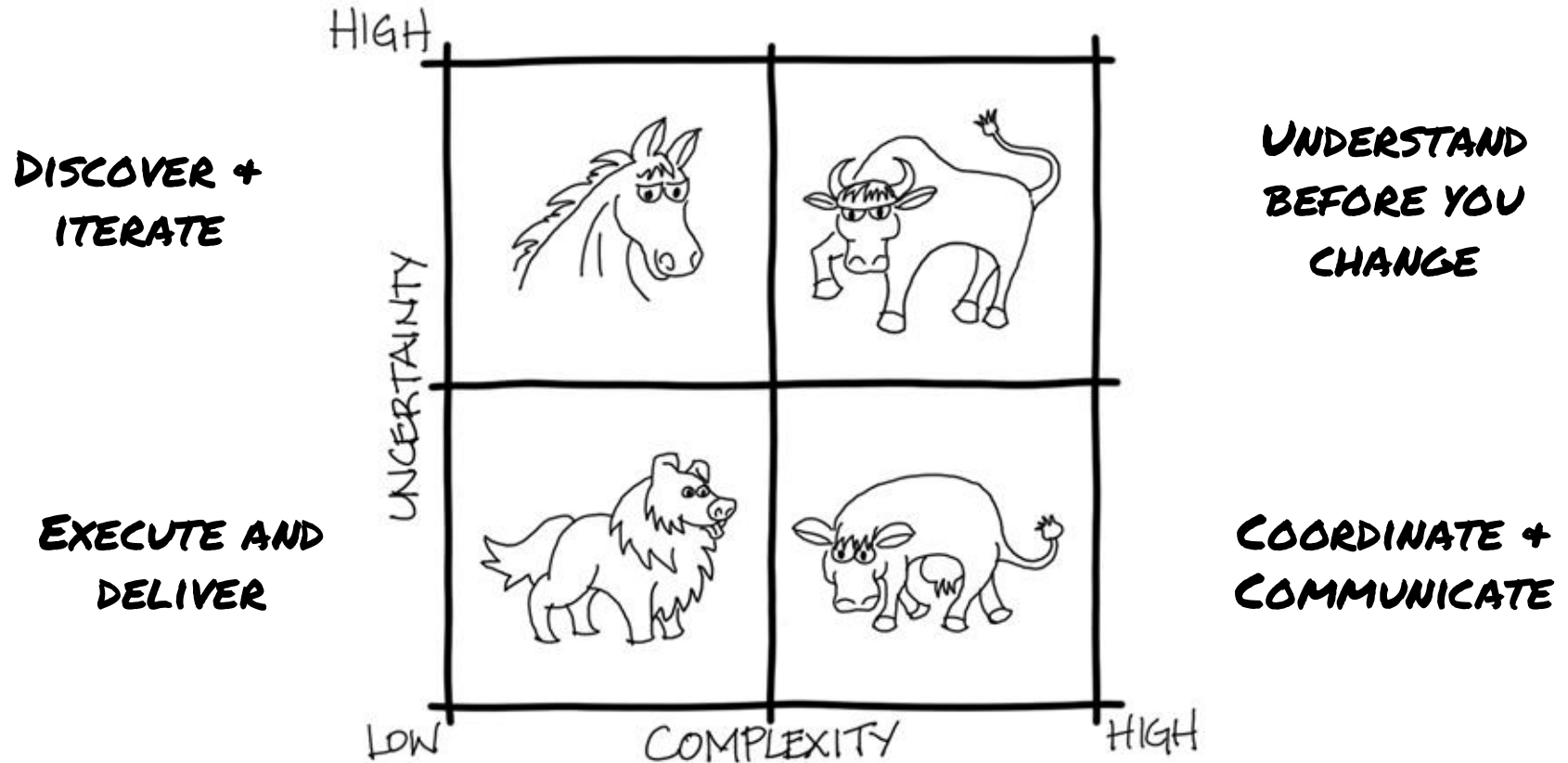
Make decisions that balance
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CAREER VISIBILITY COMPOUNDS WHEN YOU PRACTICE ALL THREE

There is no
such thing as
“best practice”

It depends

Context Leadership Model



WE THOUGHT WE WERE HERDING A COW



WE WERE ACTUALLY WRESTLING A BULL



Simple,
young projects
Need agility
COLTS Tight teams

Agility to
handle
uncertainty
Process
definition
to cope with
complexity



BULLS



Skunks
laissez faire

Sheepdogs



Complex
mature
market.
Need
defined
interfaces



COWS

Habit 2

02 CONTEXT

Match your approach
to the moment

**FIGURE OUT WHERE YOUR
PRODUCT IS. ACT ACCORDINGLY.**



insideproduct.co/context-assessment

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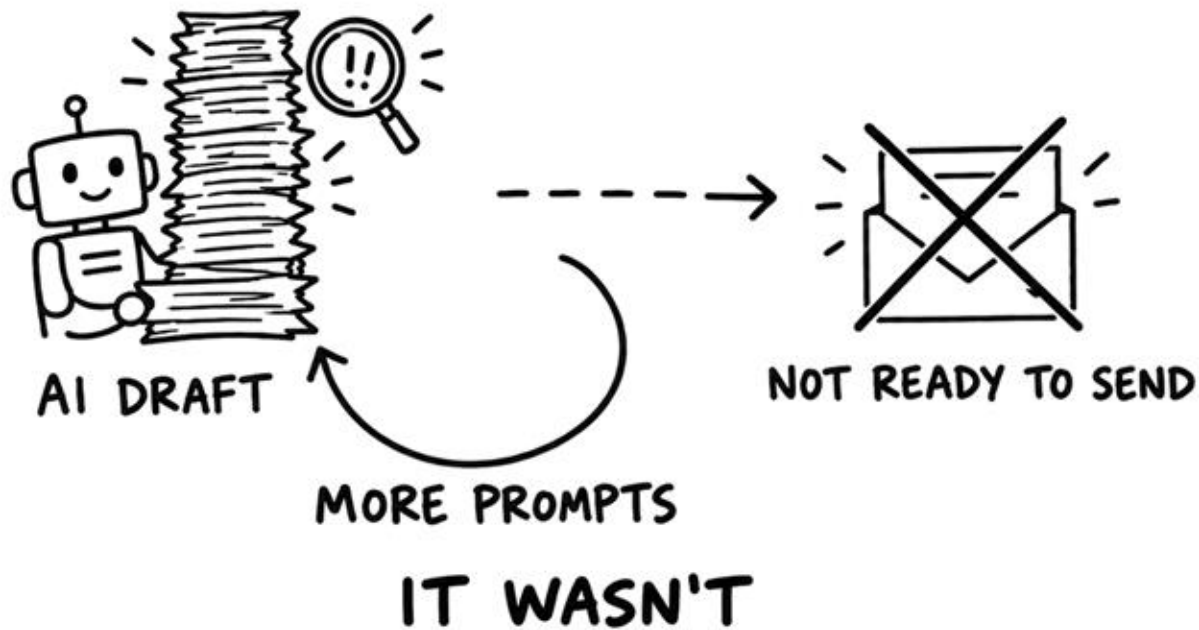
Make decisions that balance
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CAREER VISIBILITY COMPOUNDS WHEN YOU PRACTICE ALL THREE

Every day, people throughout the organization, especially those closest to the edges of the organization - the market and customer needs - need to make decisions.

— Niel Nickoliasen

WE HAD A PROPOSAL THAT LOOKED READY



We almost sent it.

Habit 3

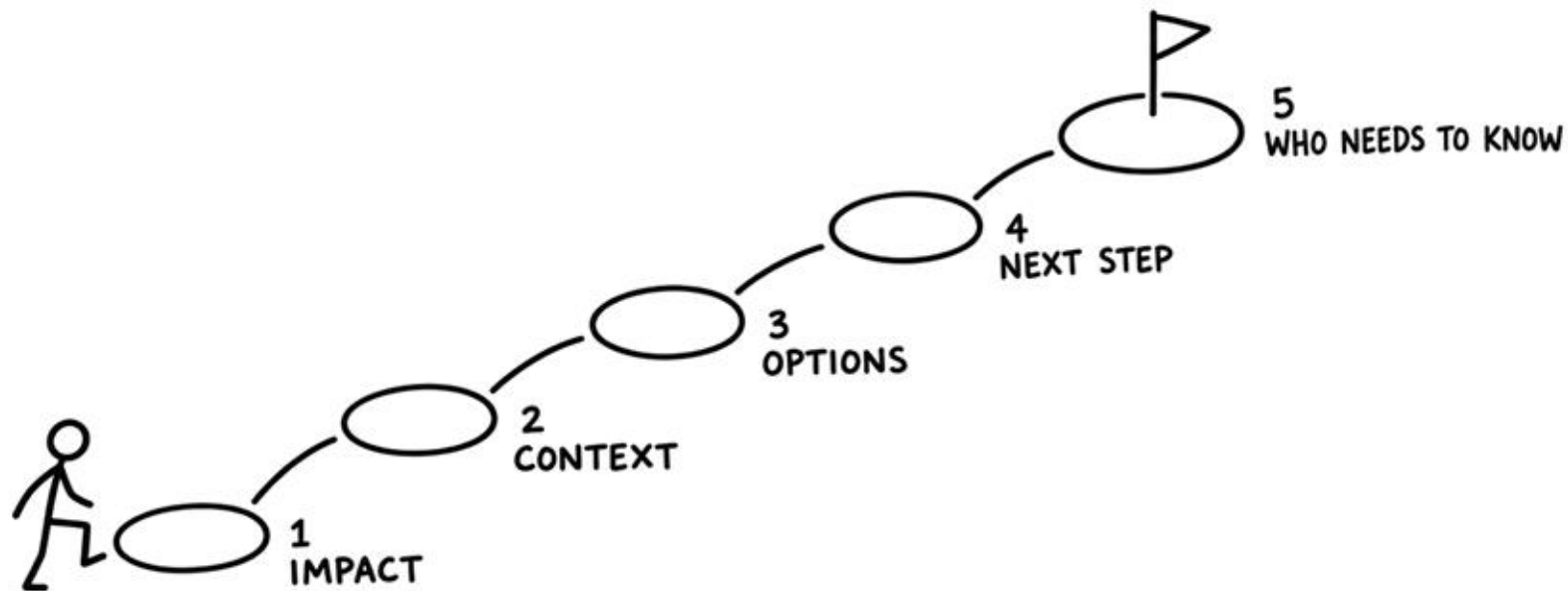
03

JUDGMENT

Make decisions that balance
impact and context

***BALANCE IMPACT AND CONTEXT.
TAKE THE NEXT BEST STEP.***

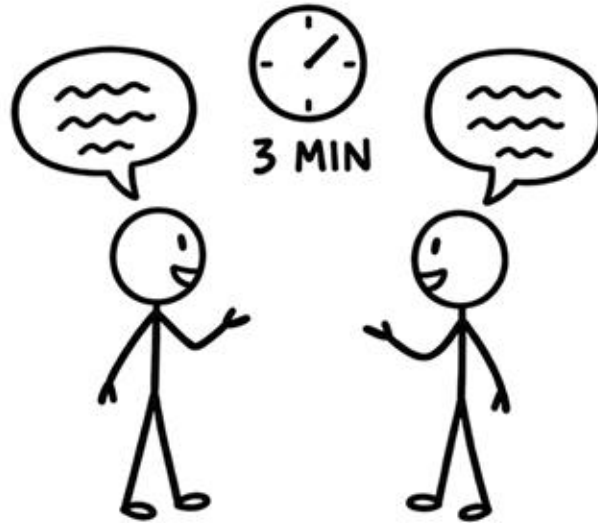
HOW TO APPLY JUDGMENT



But I'm not the
decision-maker

YOUR TURN

**PICK AN
UNRESOLVED
DECISION ON YOUR
PROJECT**



**CONSIDER THE
FOLLOWING**

Impact?

Context?

Options?

Next step?

Who needs to know?

SHARE WITH THE PERSON NEXT TO YOU.

Impact gets you visible

Context makes you effective

Judgment makes you

indispensable

Pick one habit.
Build it this week.



Kent J McDonald

kent@insideproduct.co

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

