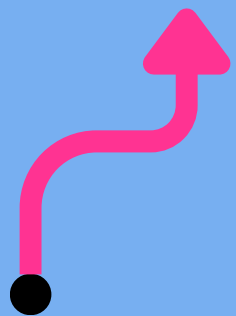


# WHY STAKEHOLDER MANAGEMENT IS INCREDIBLY DIFFICULT WHEN YOU WORK IN PRODUCT MANAGEMENT

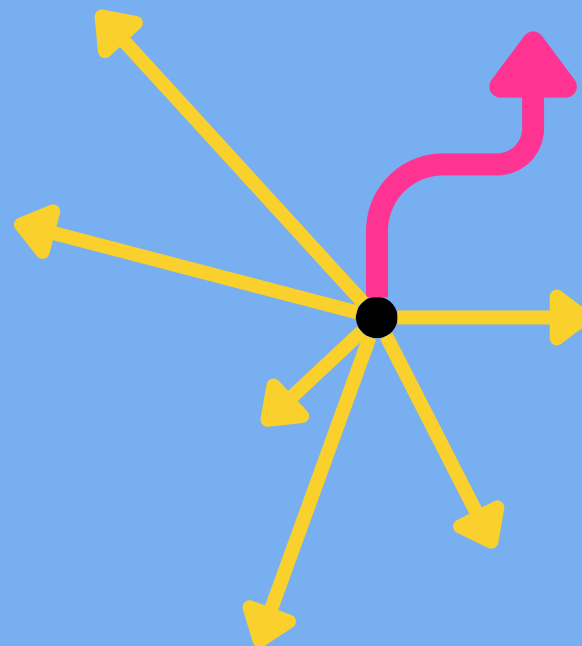


7 SIMPLE  
VISUALIZATIONS  
THAT HELP  
EXPLAIN WHY

Where You Want  
to Take the Product



Where Your Stakeholders  
Want to Take the Product



Maarten Dalmijn

Your Position in the  
Organizational Chart



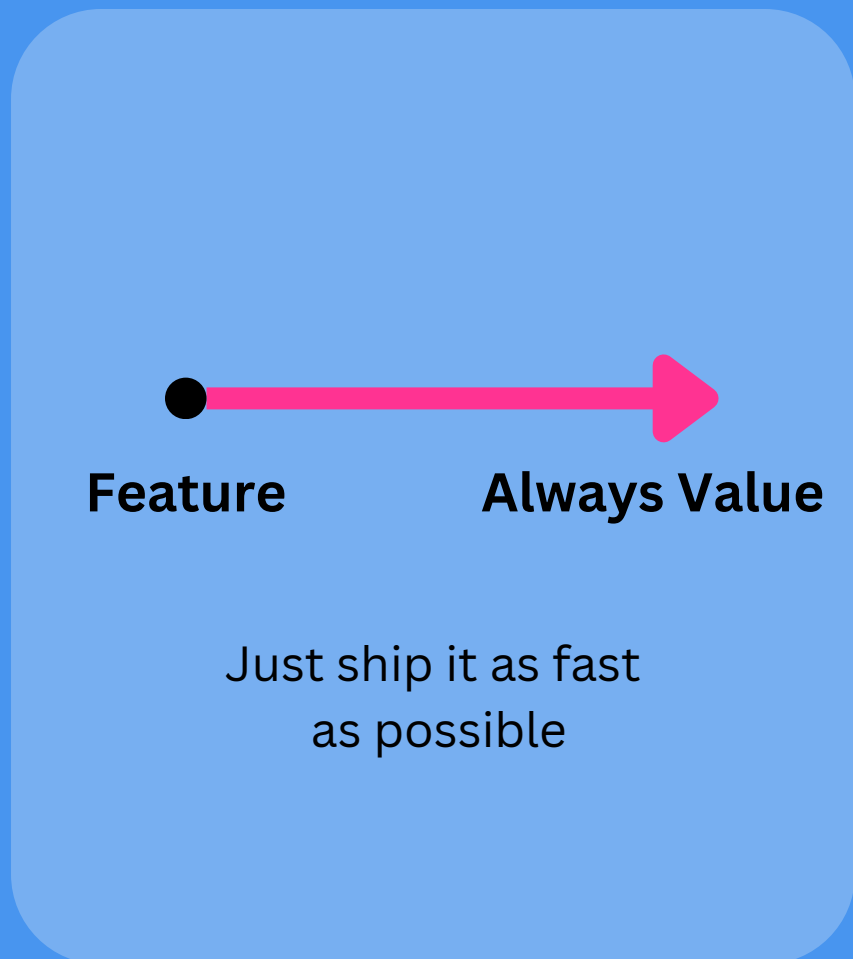
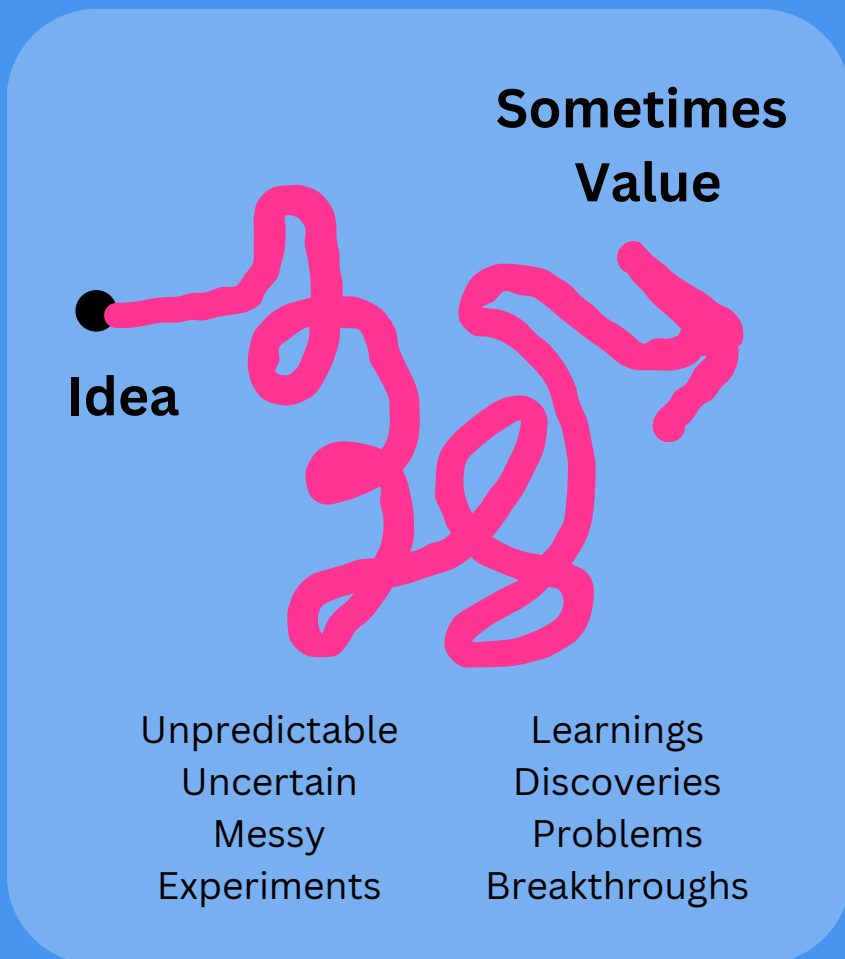
The Powerful Stakeholders  
You Must Deal With



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What You've Experienced  
About Delivering Value

What Your Stakeholders  
Usually Believe About  
Delivering Value



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The Rate of Ideas  
Coming Your Way

The Rate of Delivery of  
Those Same Ideas



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What You've Experienced  
About Planning  
and Predicting



We know what we are doing, but we don't know what we will be doing. Surprises and thunderstorms will be coming our way and there is nothing we can do about it.

What Your Stakeholders  
Usually Believe About  
Planning and Predicting



When you fail to meet your predictions and plans, you suck! You don't know what you're doing and we need to hire experts who do know what they are doing.

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What You Are  
Capable of Delivering



A toy car that  
makes your  
kid smile

What Your Stakeholders  
Are Expecting



A luxurious car  
that signals wealth  
and prestige

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# PRODUCT MANAGEMENT MEANS YOU HAVE TO MANAGE ALL THESE DIFFERENT EXPECTATIONS



YOU HAVE TO KEEP  
PEOPLE HAPPY  
WHILE YOU'RE NOT  
GIVING THEM  
EXACTLY WHAT  
THEY WANT