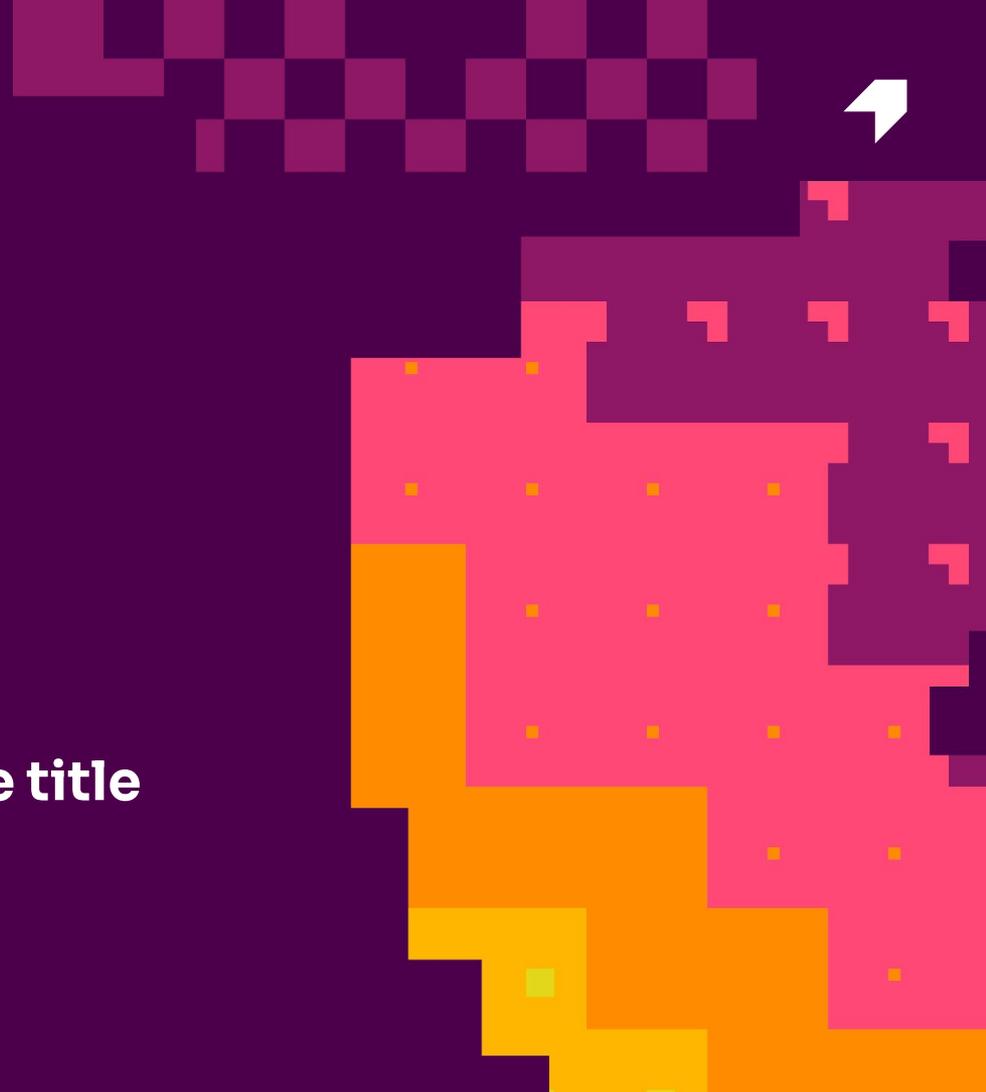


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# Leading Laterally

**Becoming the leader before the title**



# Today's Takeaways

- Grow confidence to be a leader without the “right” title
- Tips to create a vision and sell it to your peers
- Be a catalyst to foster a team environment



# Christina Bourne

Director of Product, Growth  
CallRail

# Product Managers are...





# Prerequisite to leading laterally

**Earn respect in your  
PM practice**

# Earning Respect in your PM Practice



## Excel in PM Core Competencies

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Ruthless prioritization

Thorough user stories

Measuring success

## Intense Customer Empathy

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Know your customers

Empathy  $\neq$  ego

Maintain marketplace awareness

## Cultivate Relationships

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Be cross-functional

Respect different viewpoints



**Earn respect in your  
PM practice**

**By knowing your  
weaknesses**



# Take Initiative



**Not everyone who tells  
people what to do is a leader...**

...waiting to be told what to do  
makes you not the leader.

# Take Initiative



## Seize opportunities

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Every complaint is an opportunity to lead

## Problem solve

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Doesn't have to be perfect yet, just start thinking about it

## Craft a plan

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Collect your thoughts into a cohesive, high level plan



# Sell your ideas

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**Your ideas are *yours* to sell**

# Sell Your Ideas



## Evangelize

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Talk about your plan

## Gain buy in

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Show them how you will help them

## Understand impact

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Get to the bottom line

## Data

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Data beats opinions



# Foster the team

# Foster the team



**Be honest**  
**Be real**

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When things are complex or tough, say so

**Embrace relationships**

---

Trust and empathy are critical

**Share responsibility**

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Utilize your peers skills and specialities

**Don't make decisions in a vacuum**

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Let your idea grow and mature with the opinions of your peers



**Have confidence**

# Have confidence



## You are worth listening to

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If the problem were easy to solve,  
someone would have solved it

## Believe in your vision

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Compromise on the details

## PM Prerequisites

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What are some of your knowledge gaps and how might you fill one?

## Sell your ideas

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What part of selling your ideas will be hardest for you?

## Foster the team

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Who could you improve your relationship with?

## Take initiative

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What are some opportunities you could take initiative on?

## Have confidence

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Which of these steps are you already good at?



**Thank you!**

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2023**