

What every Product Manager needs to know in 2025

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The changing role of Product Manager

Product Management is changing. Fast. Standards are higher than ever, technology is evolving at lightning speed, and customer expectations are no longer a mystery. They are measurable, changeable and more of a factor than ever before in success or failure.

During PR_D_CT Day 2024, more than 250 product professionals gathered to learn, share and inspire each other. From start-up to scale-up, from B2B SaaS to hardware, everything revolved around a single issue: avoiding risks and rapid go-to-market with data-driven decisions.

10 key insights for Product Management in 2025

Whether you’re developing your first product roadmap or leading a team of ten product owners, these insights from previous PR_D_CT Day editions are invaluable for any product manager looking to move forward in 2025.

1. Know your customer’s top three ambitions

Successful Product Management starts with the customer. Unless you understand what your customer actually wants to achieve, you become irrelevant. Think in terms of jobs to be done rather than features. As Jeff Patton puts it, ‘Minimise output and maximise outcome and impact’.

2. Build products to ‘love & trust’

Users should love using your product, and buyers should be able to trust it. This is fundamental to **customer retention** and organic growth.

3. Develop business acumen

An effective product manager understands turnover, cost and profit. Build business cases that don’t just structure the backlog but strengthen your credibility within the organisation.

4. Prioritise ruthlessly

More features don’t necessarily mean more value. Use strategic frameworks such as **OKRs**, jobs to be done, and the **Kano Model** in order to make choices. Don’t be afraid to cut and bundle features intelligently for upselling and storytelling.

5. Adapt Product Management to your context

Start-up, scale-up or corporate? Software or hardware? Product Management is never one-size-fits-all. Understand your context and choose methods that fit.

6. Connect with people outside your bubble

The best products are created when sales, support, marketing, development and leadership work together. Cut the jargon and use a common working language: impact and success.

7. Talk to your users more frequently

Interview, observe and test. Automation is fine, but forgetting isn’t. Use your own product (‘dogfooding’) and keep the team aligned with the customer’s real-life situation.

8. Be different, not just better

Competitors are quick to copy. Products that truly have an impact are often radically different. Have the courage to choose a distinctive strategy.

9. Prepare for an AI future

Does your product have potential as an **AI agent**, plug-in or data source? Only valuable data and a keen focus will enable you to survive the AI wave.

10. Product Management is changing

Something that works in a team of five often fails in an organisation of a hundred people. Growth requires structure, clear roles and sometimes letting go of old ways of working.

11. Bonus insight: peer learning

Real progress happens when you share knowledge. Conversations with peers help you discover new angles, receive honest feedback, and spot solutions you might not have considered. This exchange strengthens your approach and supports more confident decision-making.

Authors



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