

## CHARACTERISTICS OF GOOD AND GREAT PRODUCT MASTERS



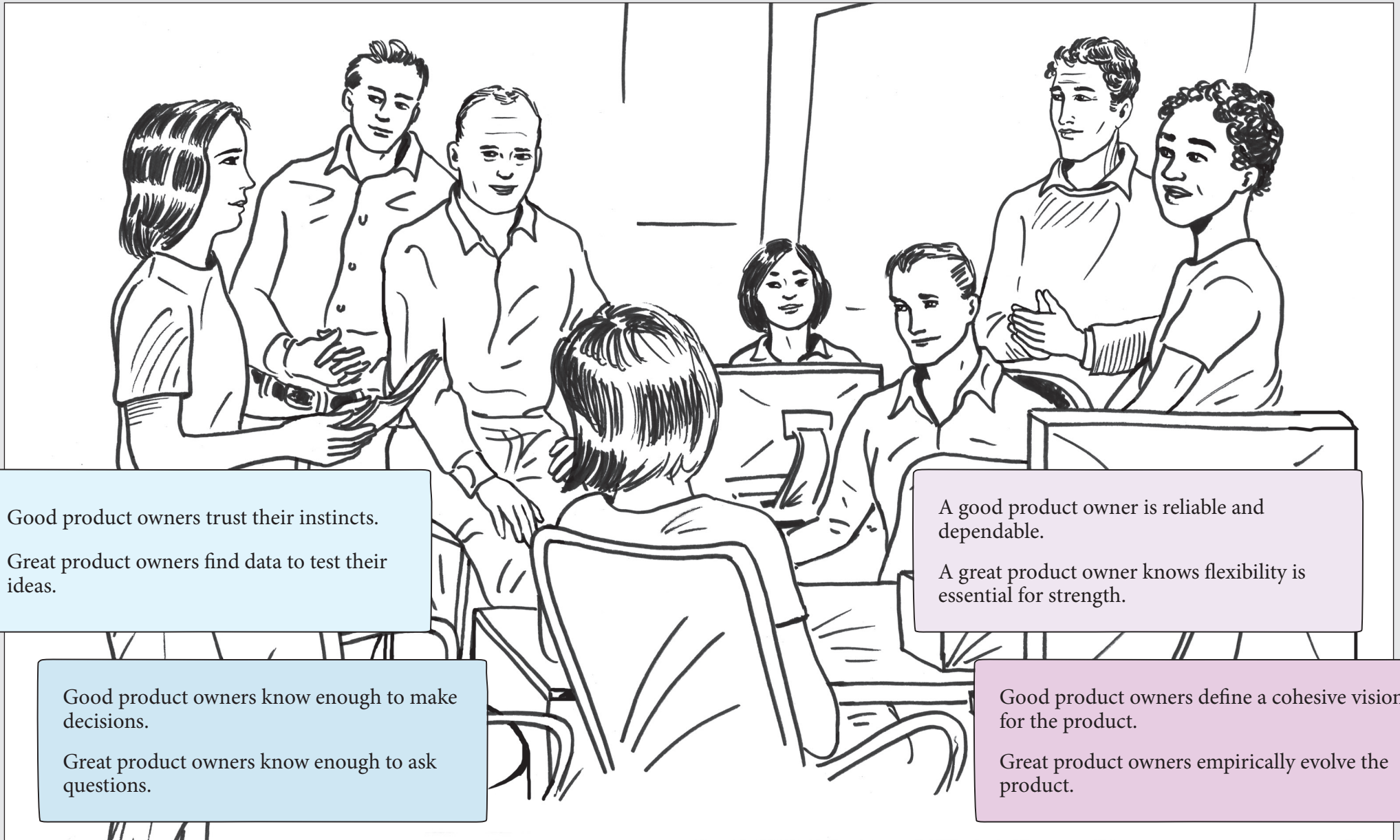
Good product owners delay when they can.  
Great product owners decide when they must.

Good product owners know what is needed.  
Great product owners know what can wait.

Good product owners trust themselves to make the tough calls.  
Great product owners know when to call for help.

Good product owners take calculated gambles.  
Great product owners also know when to walk away.

## CHARACTERISTICS OF GOOD AND GREAT PRODUCT MASTERS



Good product owners trust their instincts.

Great product owners find data to test their ideas.

Good product owners know enough to make decisions.

Great product owners know enough to ask questions.

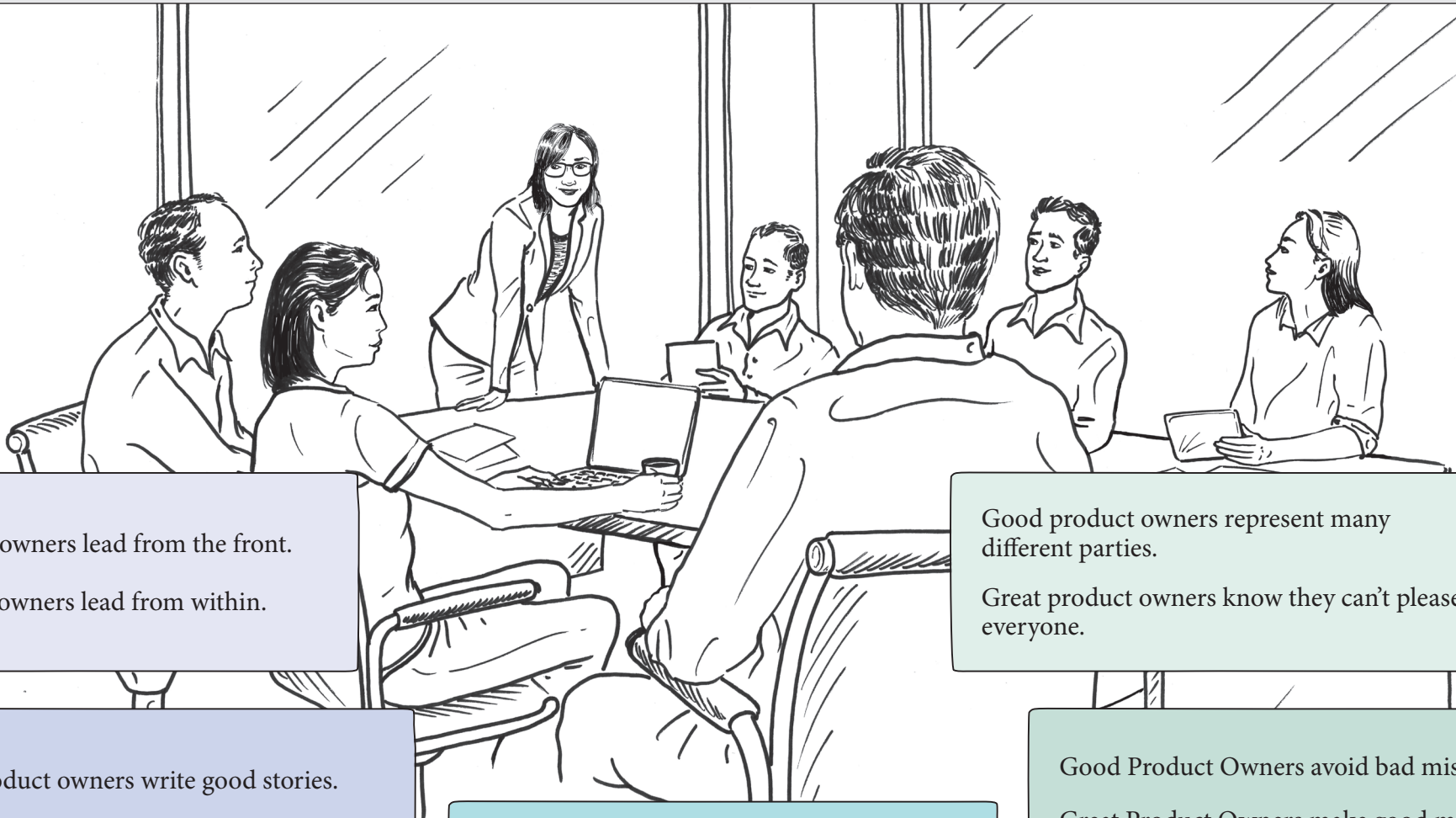
A good product owner is reliable and dependable.

A great product owner knows flexibility is essential for strength.

Good product owners define a cohesive vision for the product.

Great product owners empirically evolve the product.

## CHARACTERISTICS OF GOOD AND GREAT PRODUCT MASTERS



Good product owners lead from the front.

Great product owners lead from within.

Good product owners represent many different parties.

Great product owners know they can't please everyone.

Good product owners write good stories.

Great product owners tell great stories.

Good product owners know how to use agile tools and artefacts.

Great product owners are **DRIVEN** to develop their subtle, softer skills.

Good Product Owners avoid bad mistakes.

Great Product Owners make good mistakes quickly.