



# State of Product

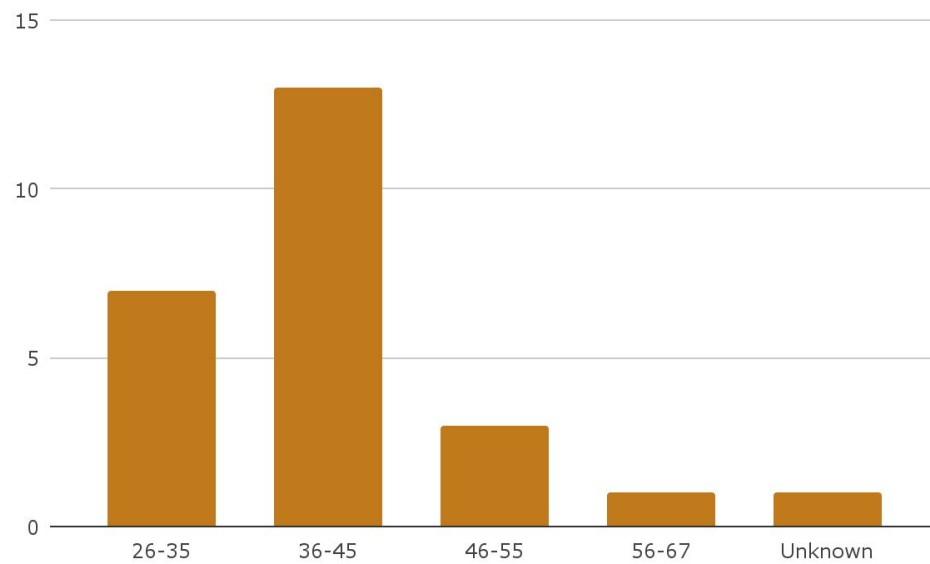
The Swedish Edition 2022

**We at SeventyOne annually conduct the State of Product survey for all of you who work on developing products and services. This is the second year we conduct the survey, hoping it will get better every year.**

The purpose of the survey is to help you get an understanding for the market and put you in the driver seat in these types of discussions. It covers topics such as way of work, trends, salary levels and best practices. It is mainly for you who work with products in roles such as product owner, product manager, product specialist or similar roles.

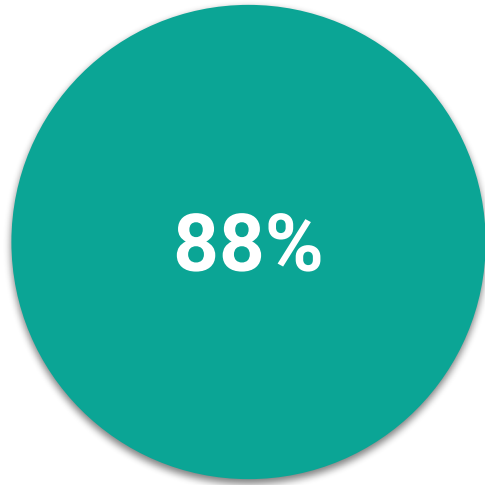
# Demography

# Age

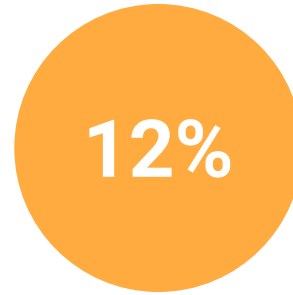


Total number of answers: 29

# Gender



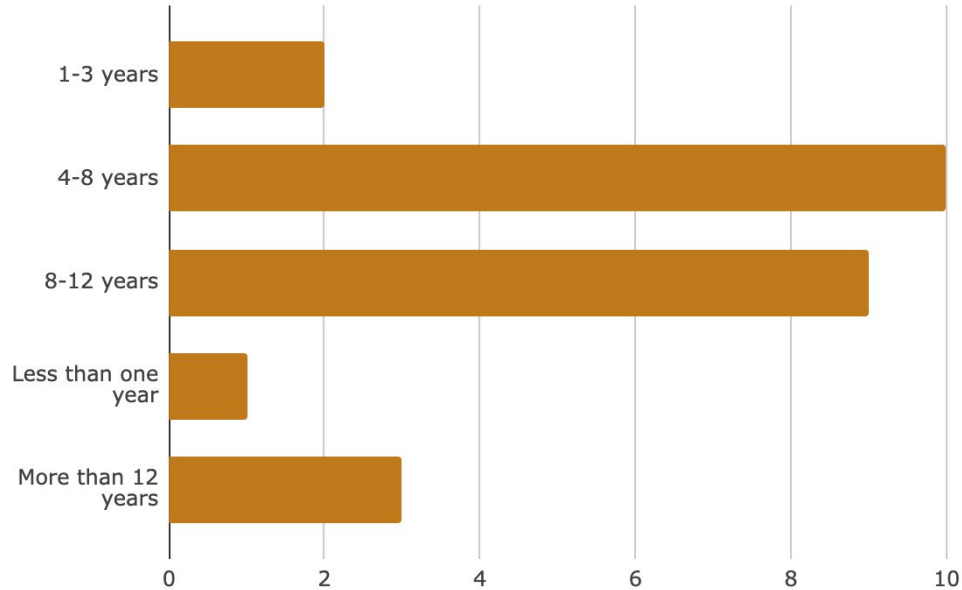
**Male**



**Female**

**Experience**

# How long have you worked with Product?



**Salary**



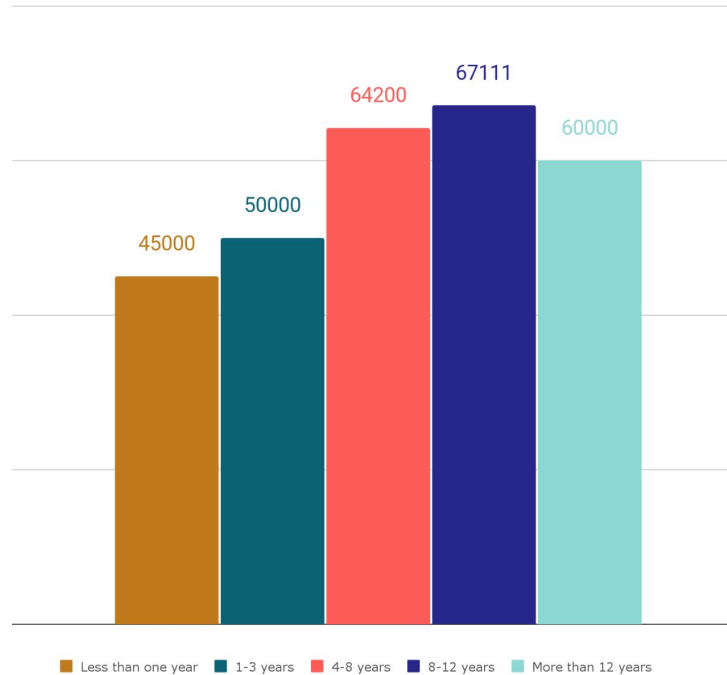
# Average salary in total



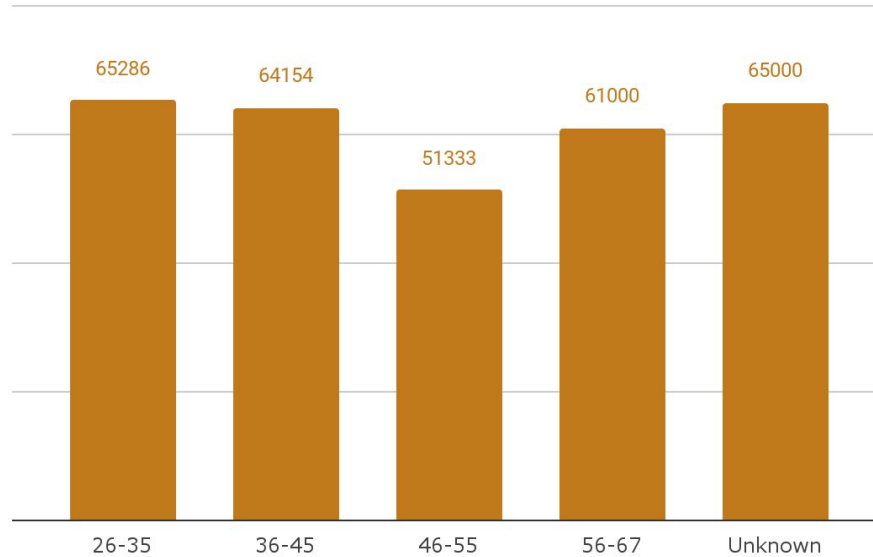
**62 840  
SEK**

Salary range: 45 000 - 100 000 SEK

# Average salary based on experience

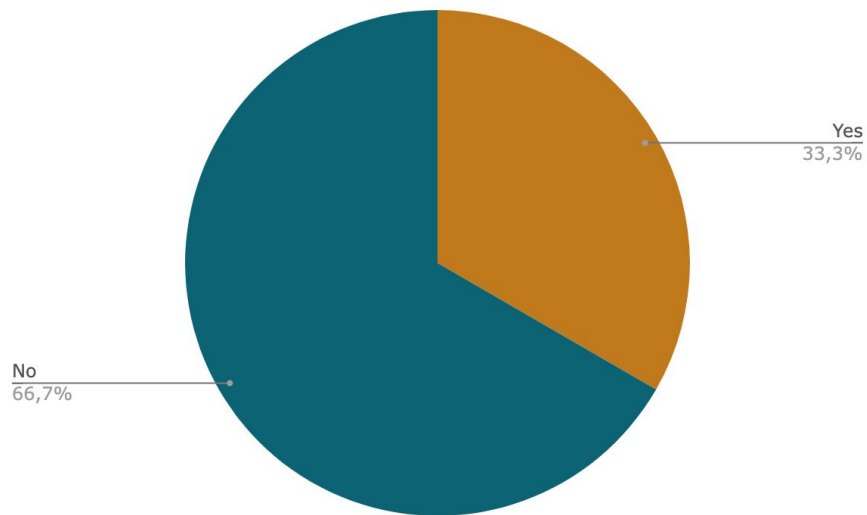


# Average salary based on age

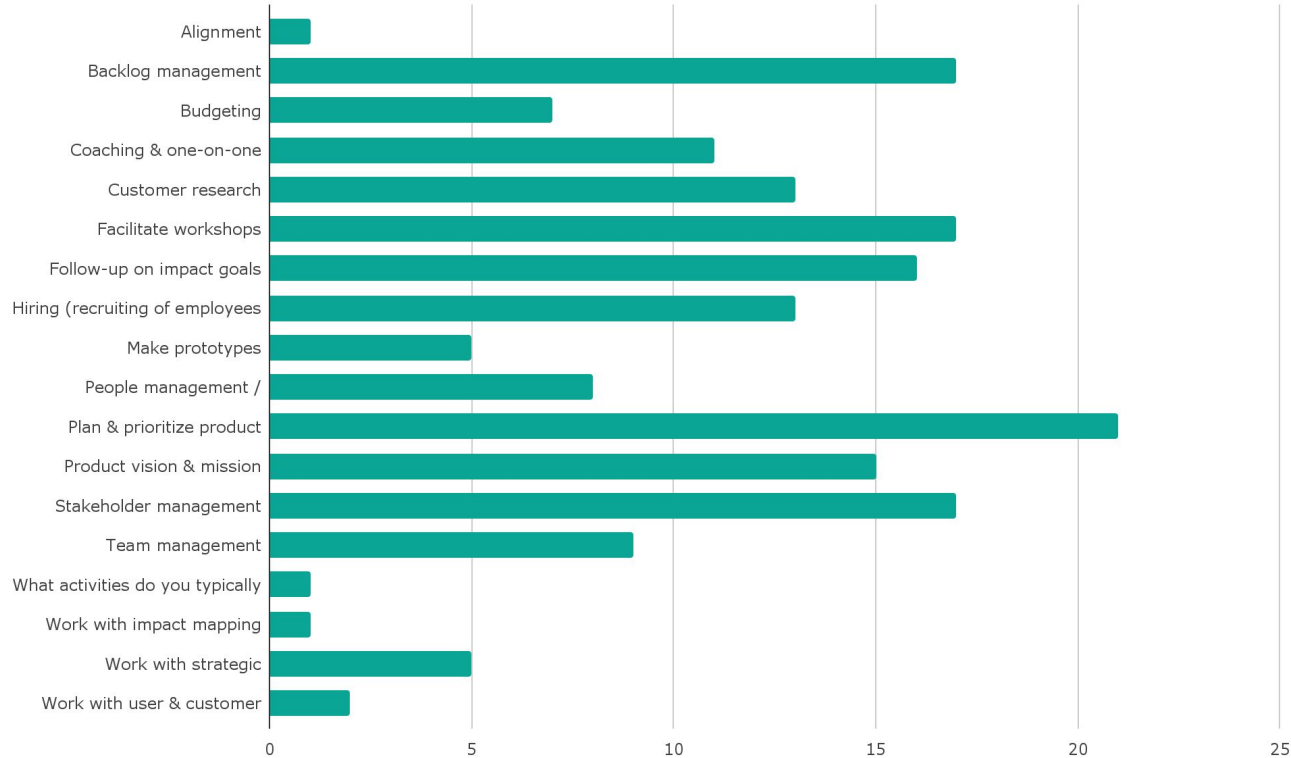


# **Work and development**

# Are you actively looking for work or assignments?



# What activities do you typically work with?



# What activities do you typically work with?



36%

## **Operational tasks**

*For example: Backlog management, Facilitate workshops & Hiring.*



53%

## **Tactical tasks**

*For example: Plan and prioritize roadmap, Stakeholder management & Follow-up on impact goals.*

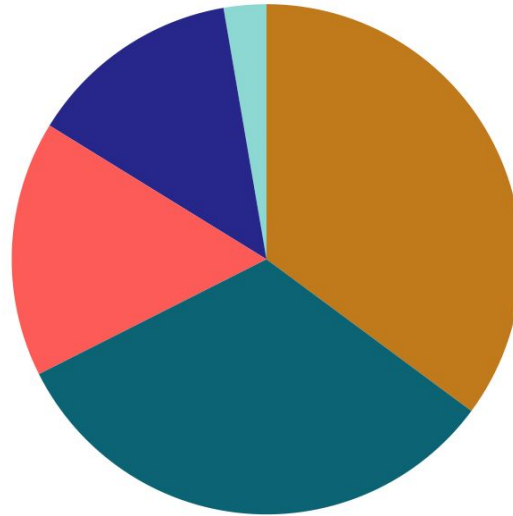


12%

## **Strategic tasks**

*For example: Product vision and mission & Strategic documentation.*

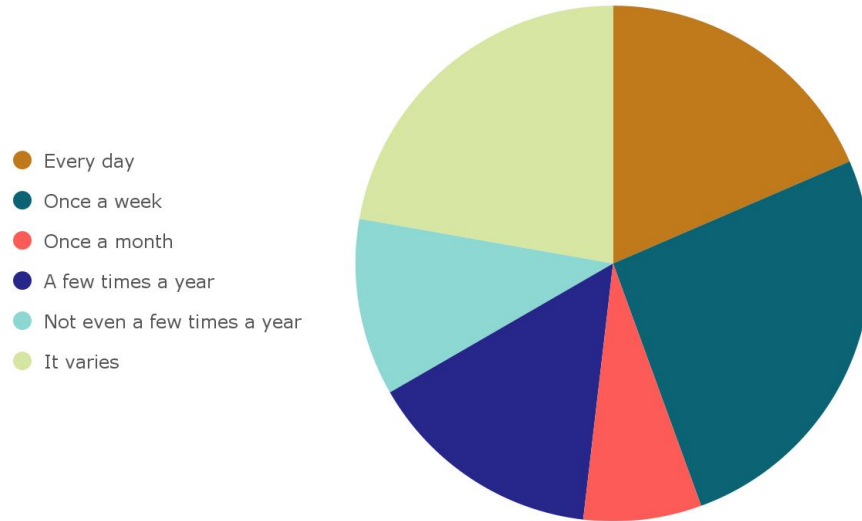
# What do you need to take the next step as a product person?



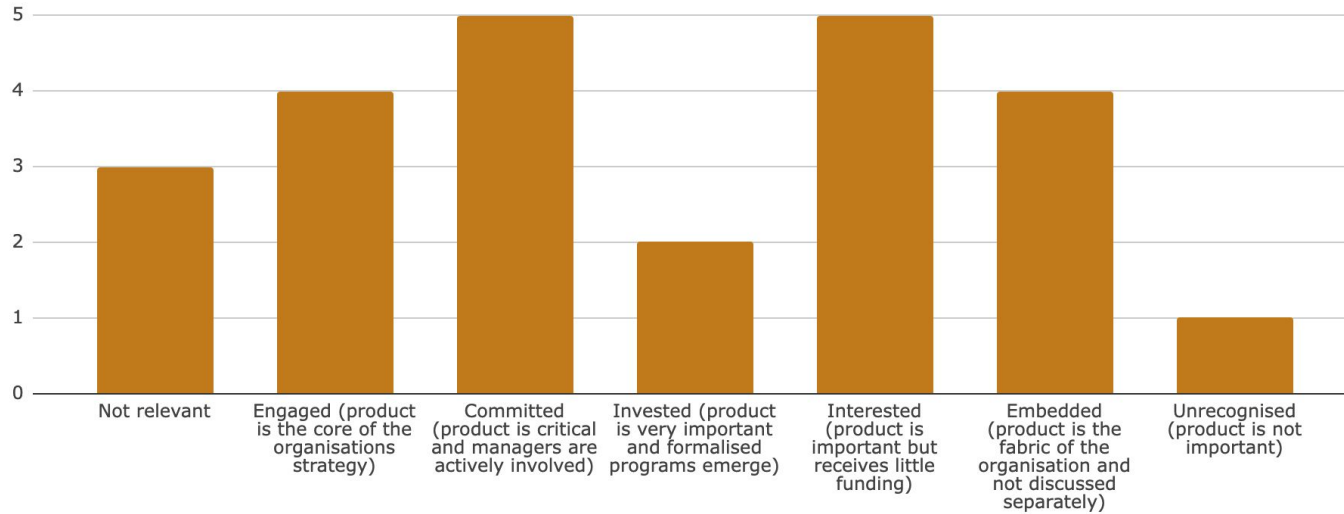
● Coaching or mentoring   ● New company or assignment   ● Other  
● Education or courses   ● A more dedicated manager



# How often do you meet your users or customers?



# How mature is product in your organisation?



# Other questions (1/2)

## What is your responsibility and mandate?

1. Customer Satisfaction
2. Overall product experience
3. People and team happiness

## What do you love about your work?

- People
- Innovation
- Building teams
- Problem-solving

## What is less fun at work?

- Admin
- Politics
- Dependencies
- Management's decision-making

# Other questions (2/2)

## What makes a good product leader?

- Visionary
- Enabling people and teams
- Empowerment

## What makes good product person?

- Data-driven
- Customer focus
- Empathy
- Trust
- Merging tech and business

# Books that product people recommend

