SeventyOne

State of Product 2023

SeventyOne Consulting

Background

We at SeventyOne Consulting annually conduct the State of Product survey for all of you who work on developing products and services.

This is the third year we conduct the survey, and this year we have done a bit of a retake on the survey so it’s easier to answer and more relevant, therefore we can’t do a comparison on all question from last 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.

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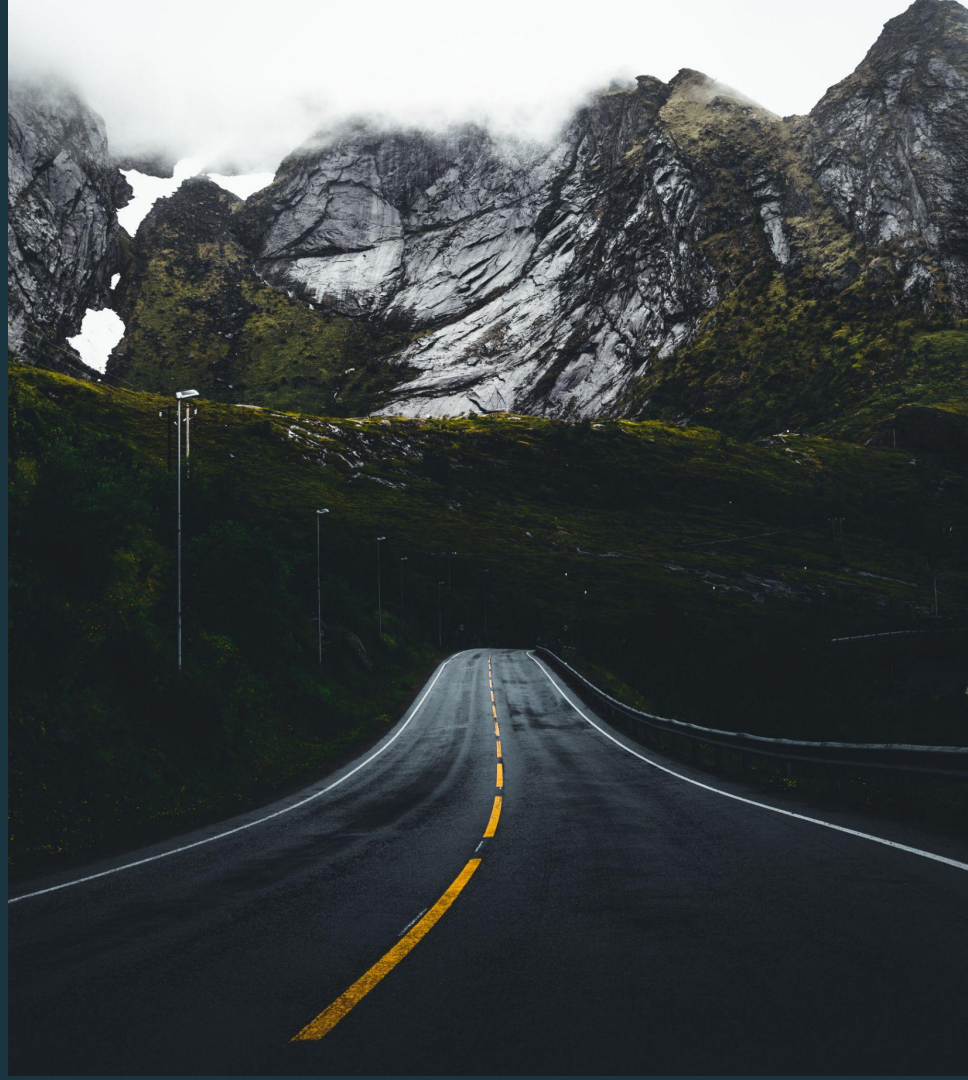
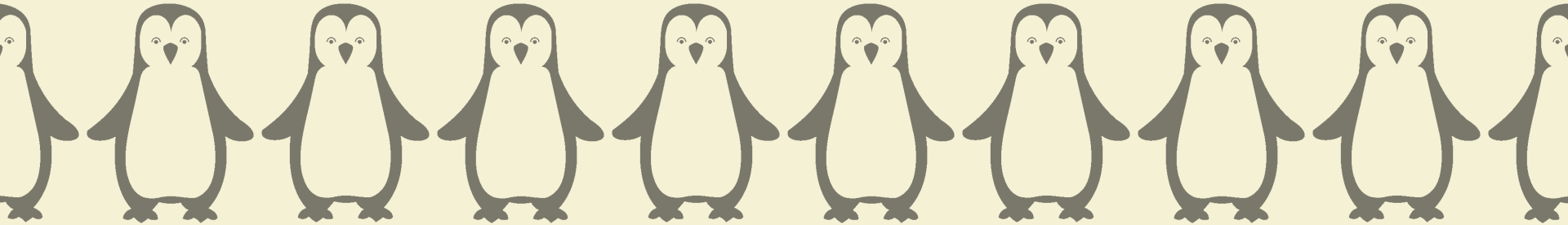
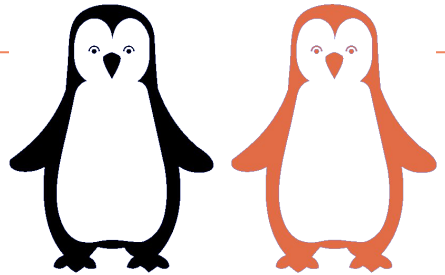


Demographics

54

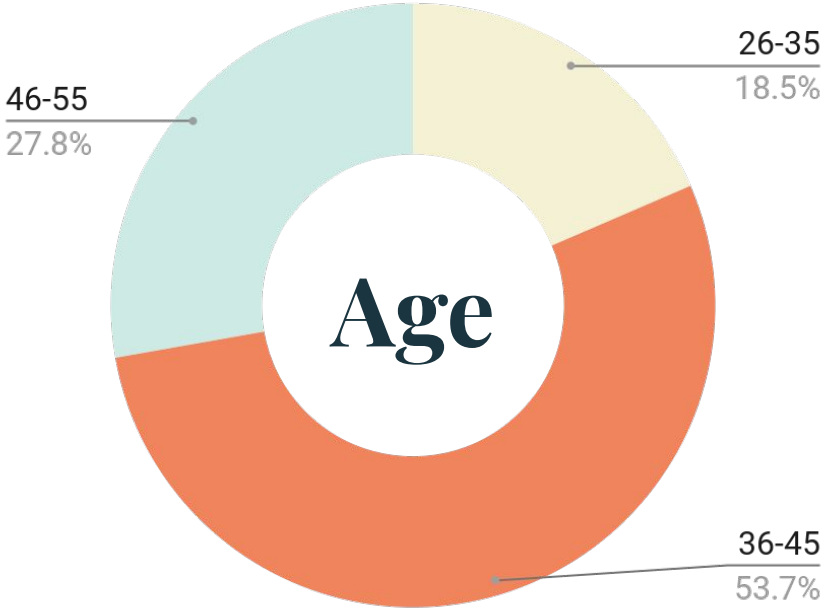
participants



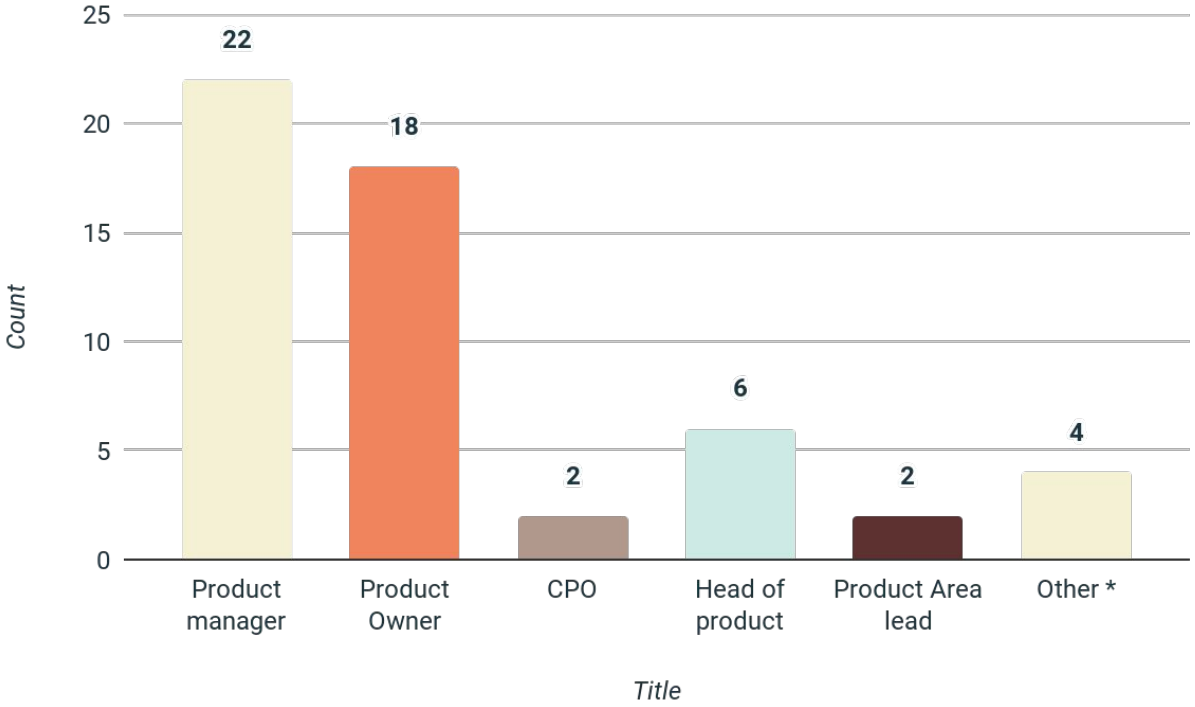


50% Female
50% Male

Options in survey: Male | Female | Non binary | Prefer not to say

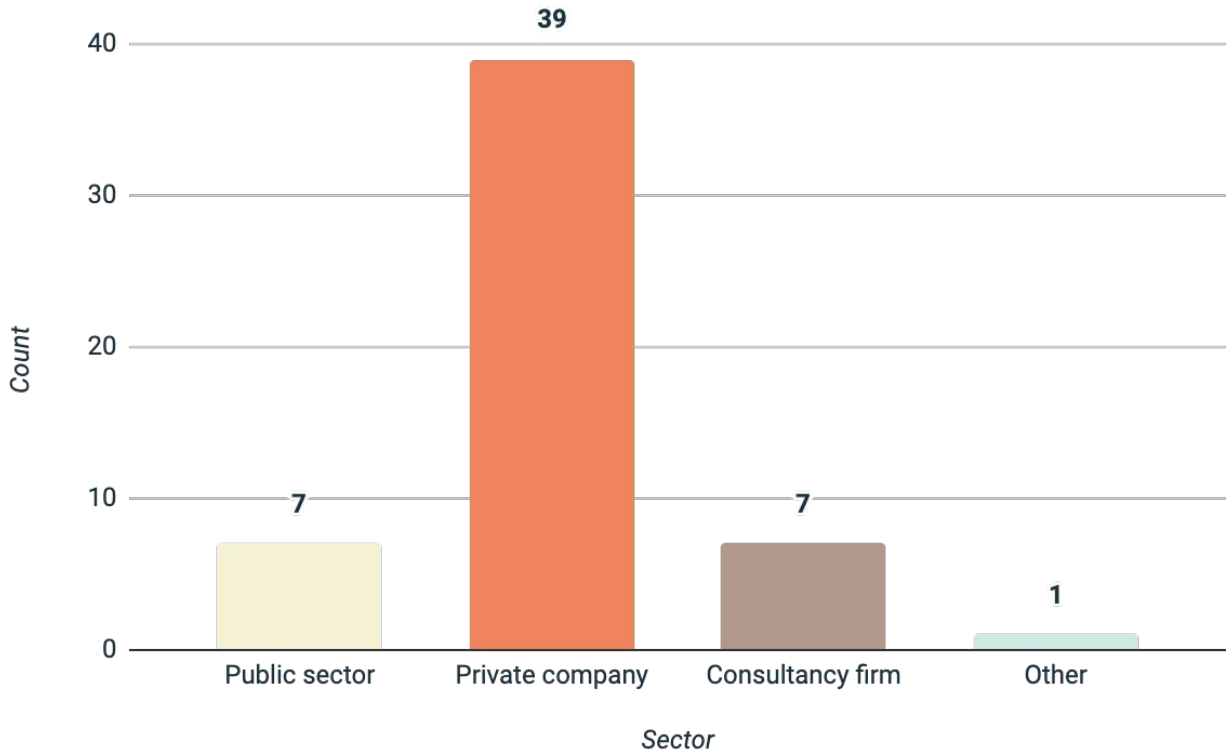


Participants work as...

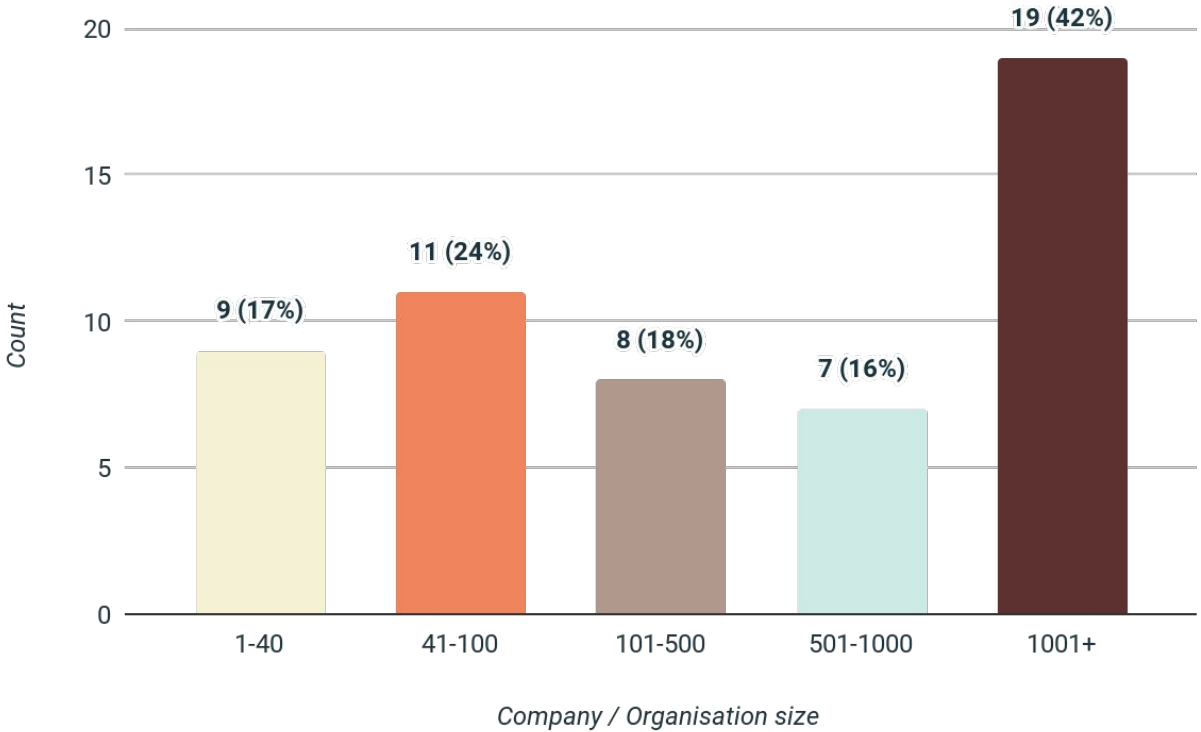


* Other: Business Analyst, Product insight lead, enterprise agile coach, head of customer experience

In which sector do you work?



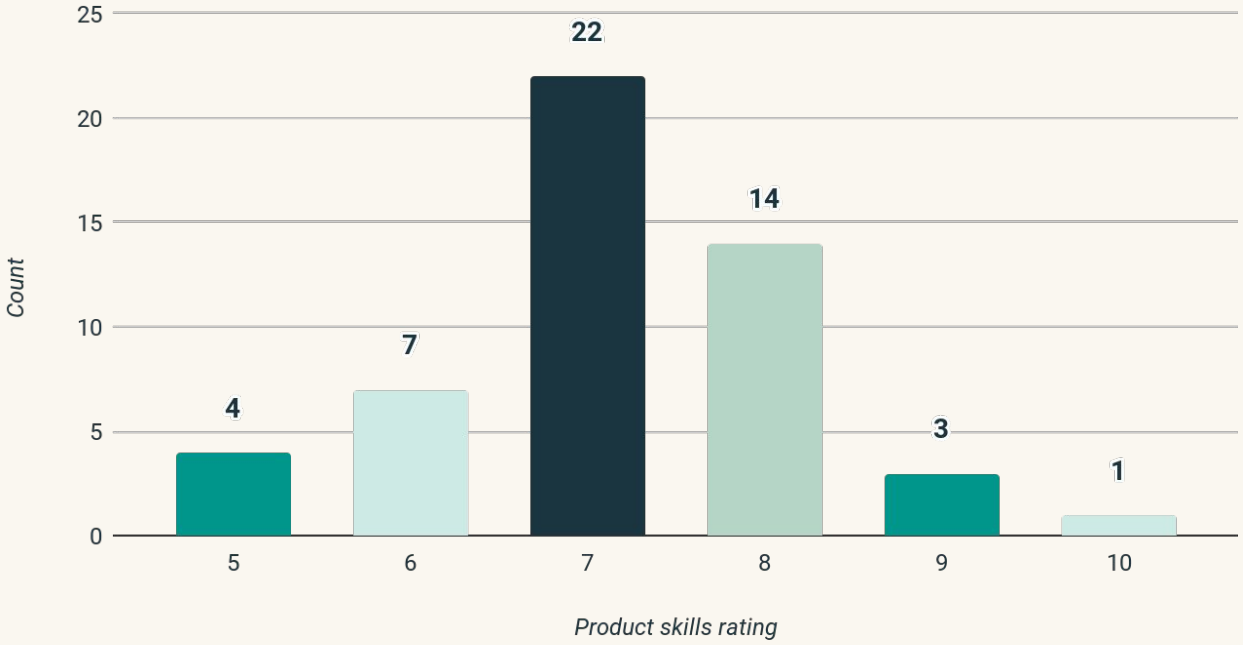
How many people work in your company or organization?



Knowledge and competence

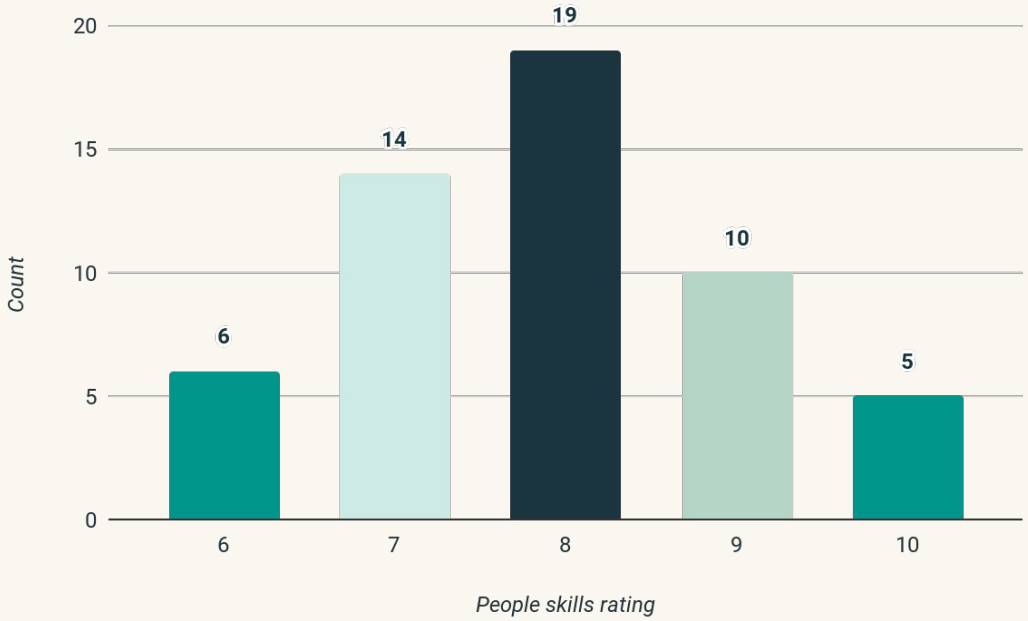
Rate your skill when it comes to product methodology

Average product skill rating: 7



Scale: 0 = I know nothing. 10 = You can call me Marty Cagan.
Ratings 0-4 had zero responses thus hidden in the graph.

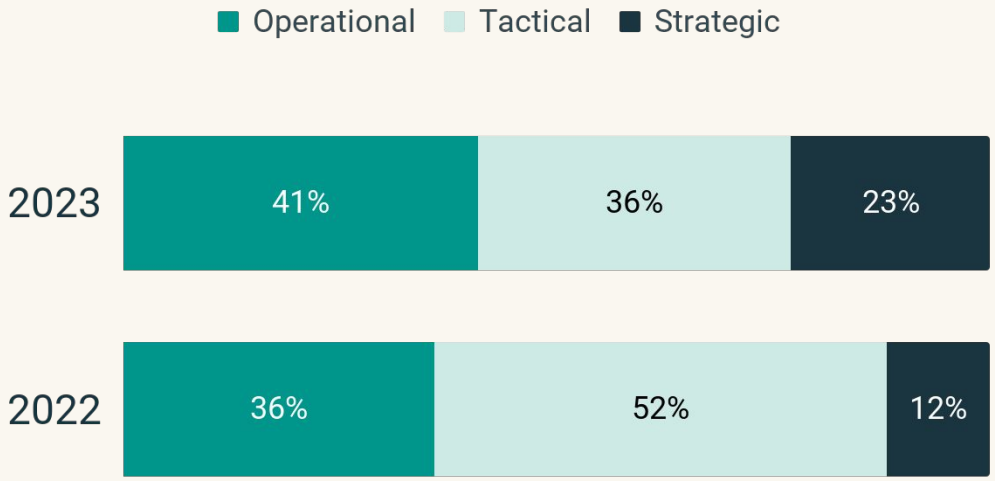
Rate your people skills



Average people skills rating: 8

Scale: 0 = I don't like people. 10 = People are why it's fun to work.
Ratings 0-5 had zero responses thus hidden in the graph.

Where do you spend most of your time? - part 1



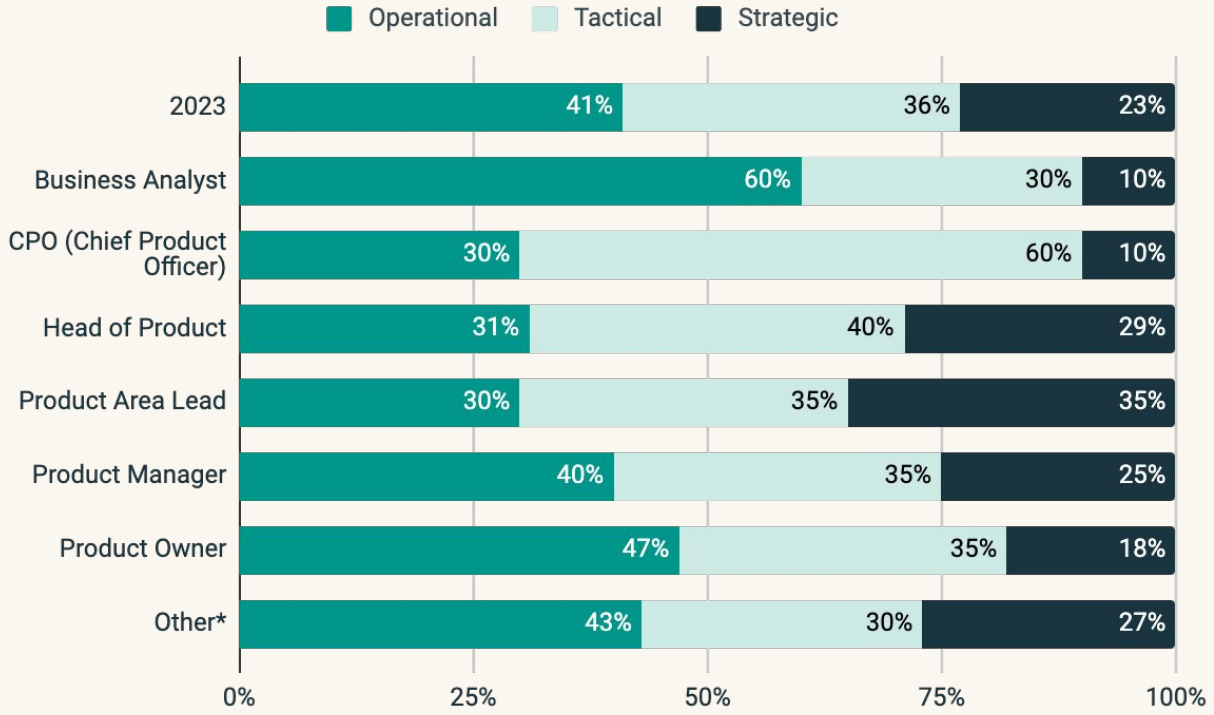
Average from all the answers.

Compared to 2022 operational and strategic work has slightly increased.

Question to you
How does this compare to how you distribute your time?

Differences between roles

Where do you spend most of your time? - part 2



Rank these activities based on where you spend the most time - part 1

What people ranked highest

- **Stakeholder management**
- **Managing backlog**
- **Product strategy**
- **Product Vision**
- **Jira or equivalent tool**
- **Product discovery**

Our thoughts

No matter the role, stakeholder management always makes it into top three.

The order in which respondents ranked the activities varied. On this slide we present the activities which was chosen most times as activities they spent the most time on.

Rank these activities based on where you spend the most time - part 2

What people ranked lowest

- **Marketing**
- **Recruiting**
- **Writing requirements**
- **Analytics**
- **Jira or equivalent tool**

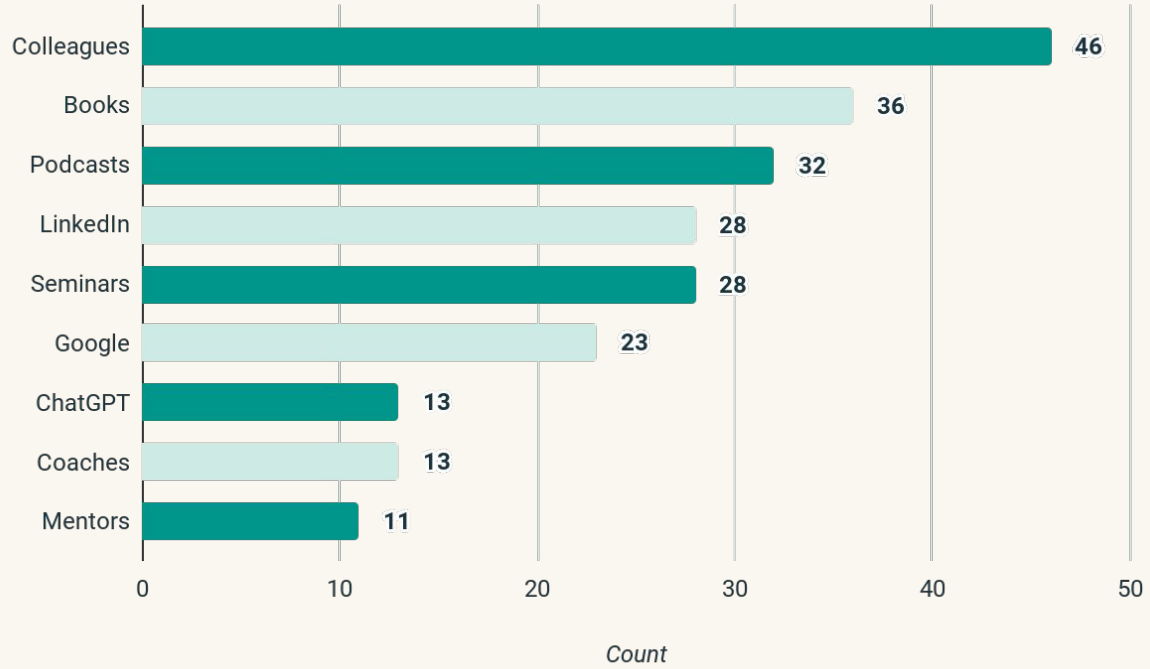
The order in which respondents ranked the activities varied. On this slide we present the activities which was chosen most times as activities they spent the least time on.

Our thoughts

It's not surprising marketing occurred here. But it's interesting because several Product leads have pointed it out as an important factor for product success, for example by Tony Fadell in his book "Build".

Recruiting was probably low because it's an activity that you don't do so often unless you're hiring.

How do you develop your skills as a product person?

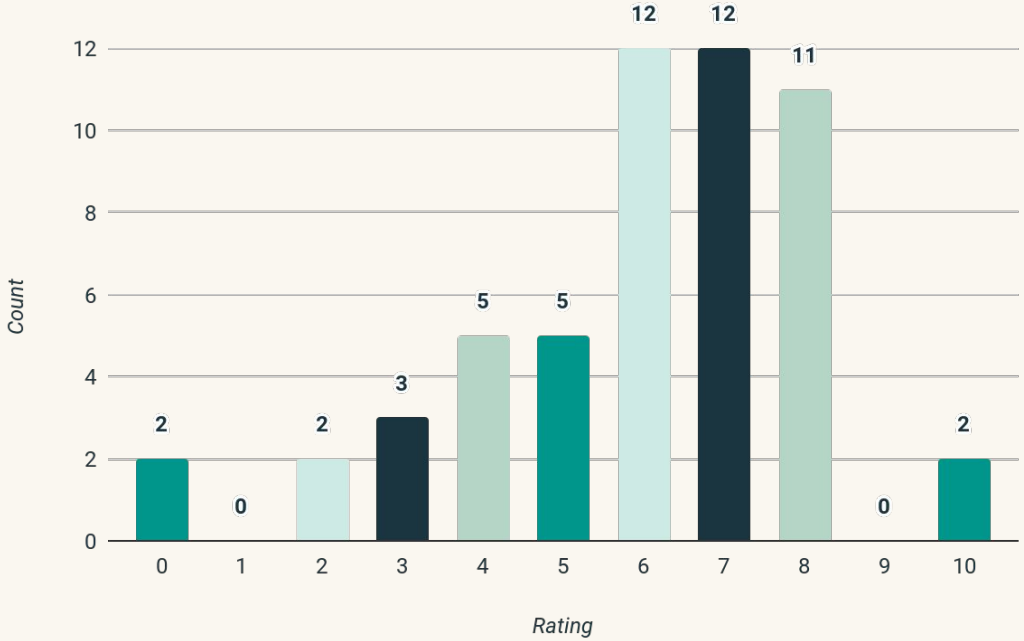


Our thoughts

Having great and inspiring colleagues seems to be immensely important. 83% said they develop their product skills through their colleagues.

Organization and challenges

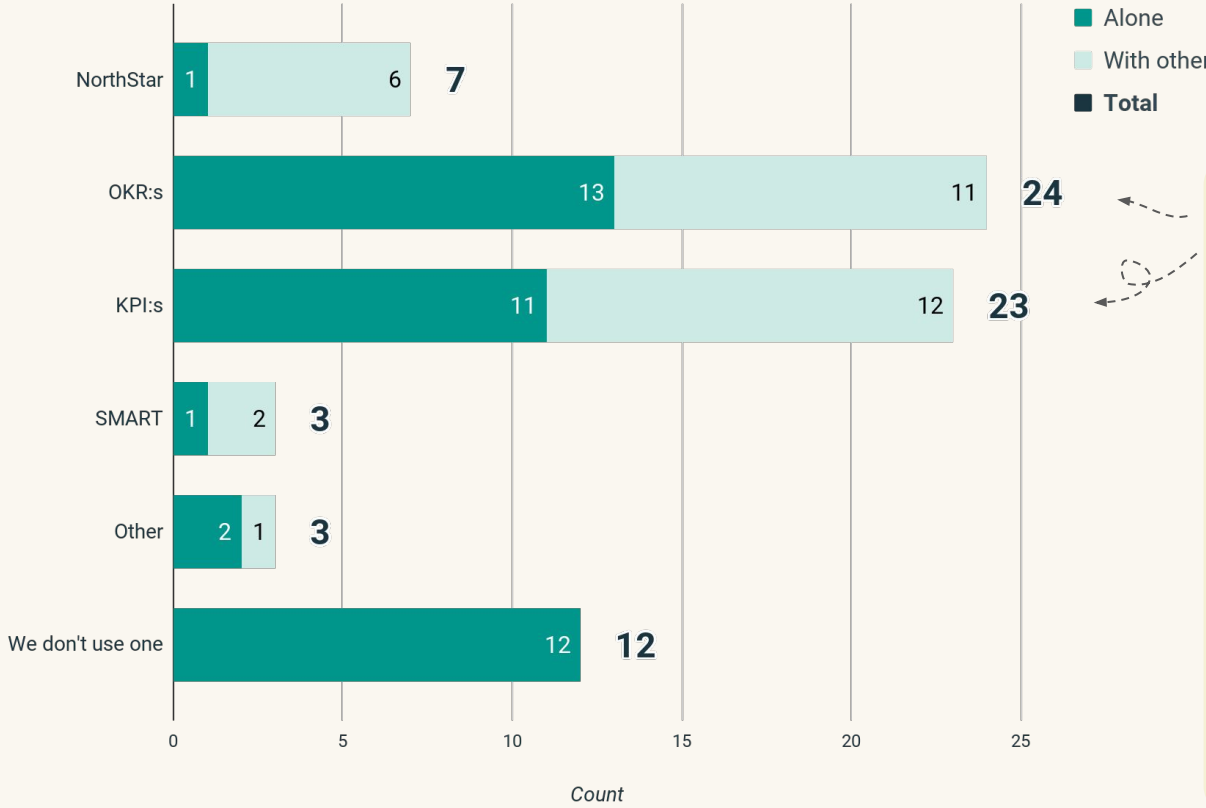
Does your organization have a clear understanding of what they expect from your role?



Average rating: 6

Scale: 0 = Not at all. 10 = It's very clear.

Does your organization use a goal-setting framework?

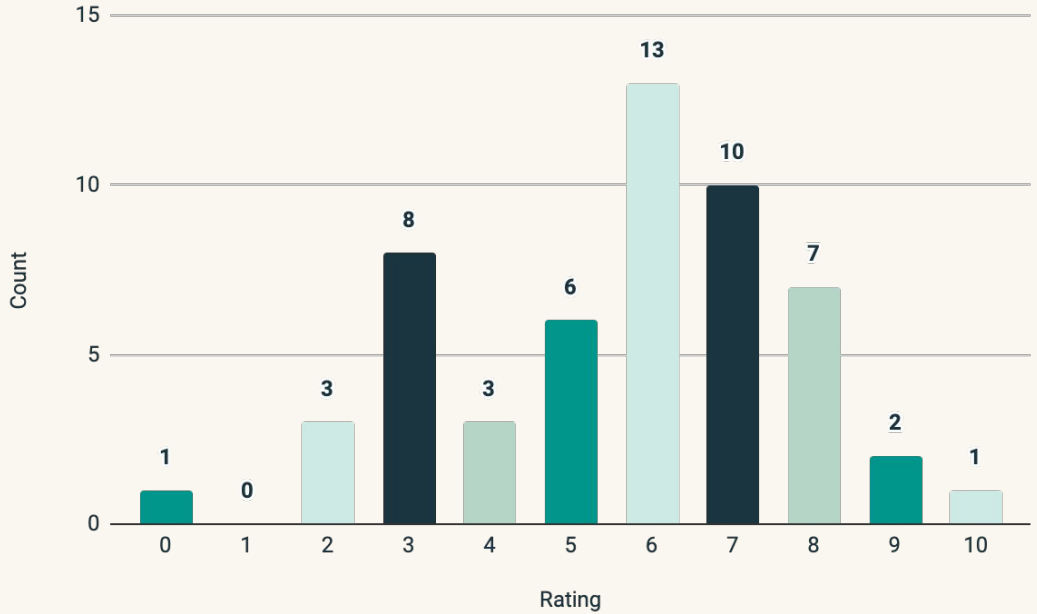


Our thoughts

OKR and KPI were the most popular goal setting frameworks. 44% were using OKR:s and 43% were using KPI:s.

A whopping 22% of the participants didn't use any goal setting framework.

Rate how product oriented your organization is



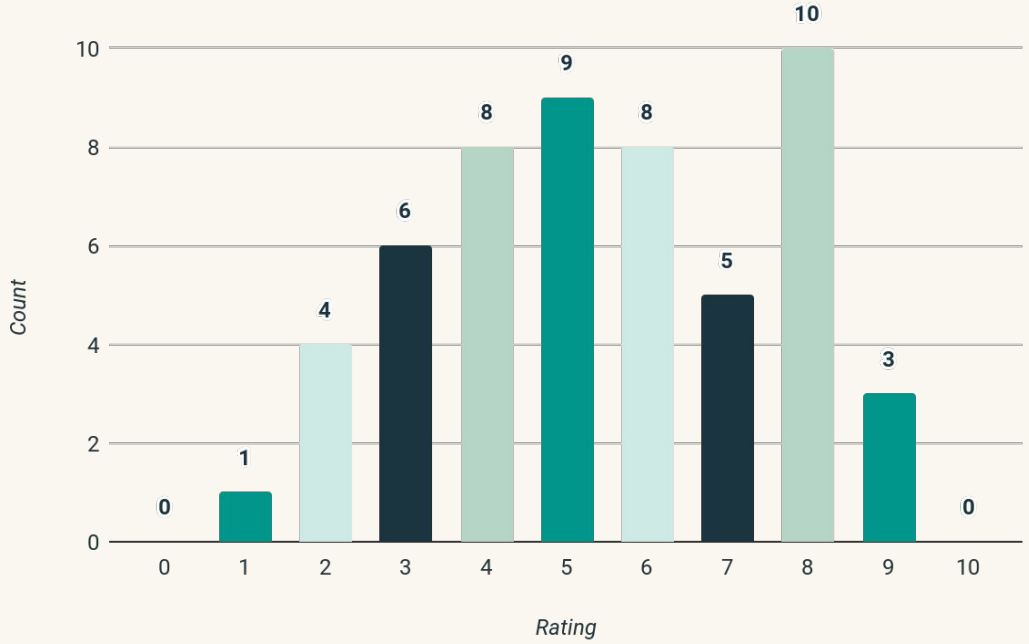
Average rating: 6

Scale: 0 = What does product even mean. 10 = It influences everything we do.

Our thoughts

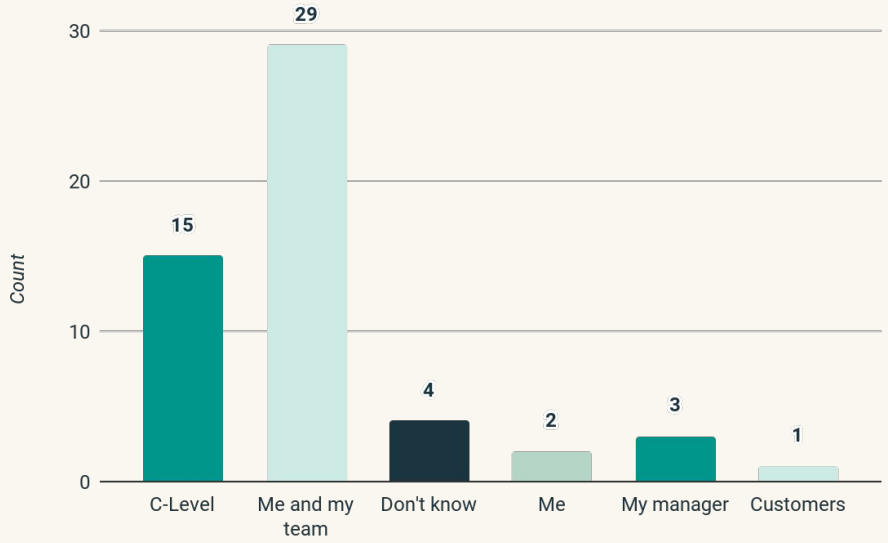
Participant may interpret organisation differently when answering this question. Some might think of the bigger organisation and some might interpret it as local groupings the participant is working in.

Rate how autonomous product teams are in your organization



Scale: 0 = HIPPO ftw. 10 = Agile nirvana.

Who sets the vision for your product?



Our thoughts

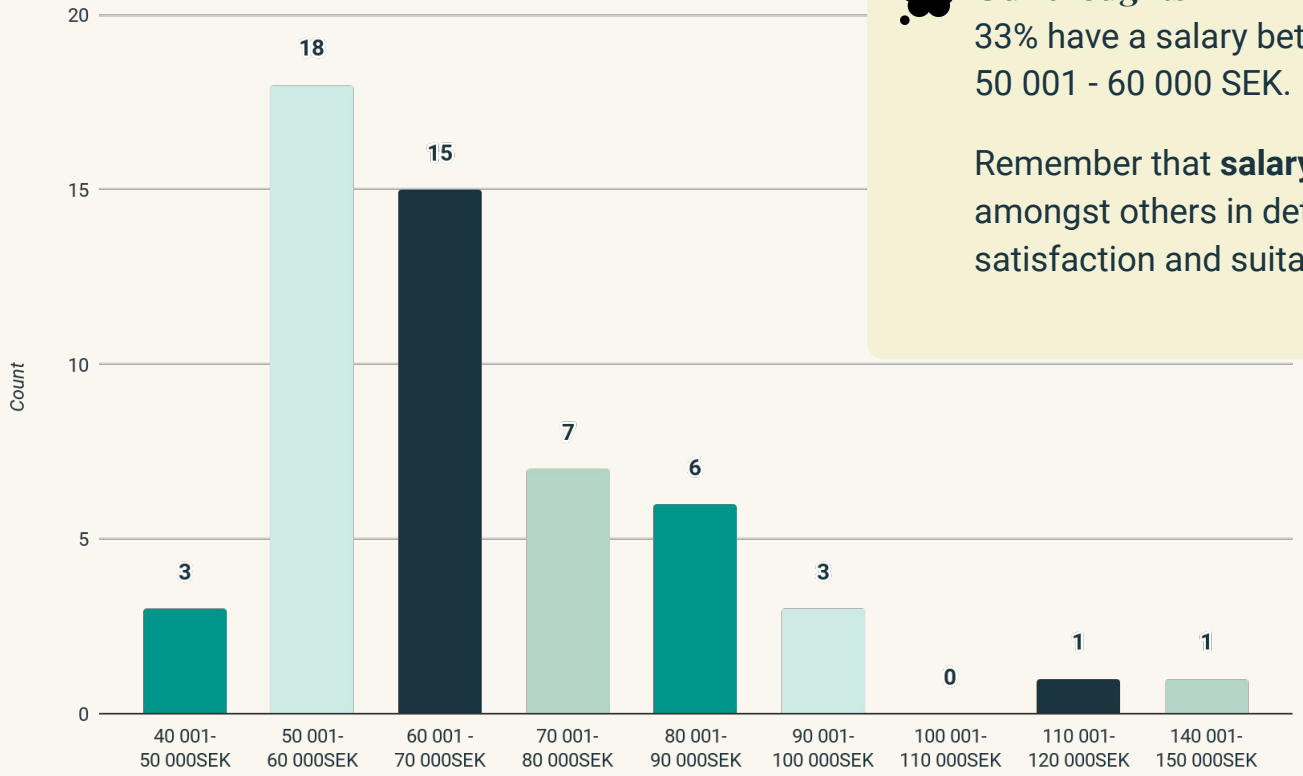
54%

Me and my team

Isn’t that what Product management book tell us to do? Quite awesome if you ask us.

Well-being and compensation

What is your monthly salary?

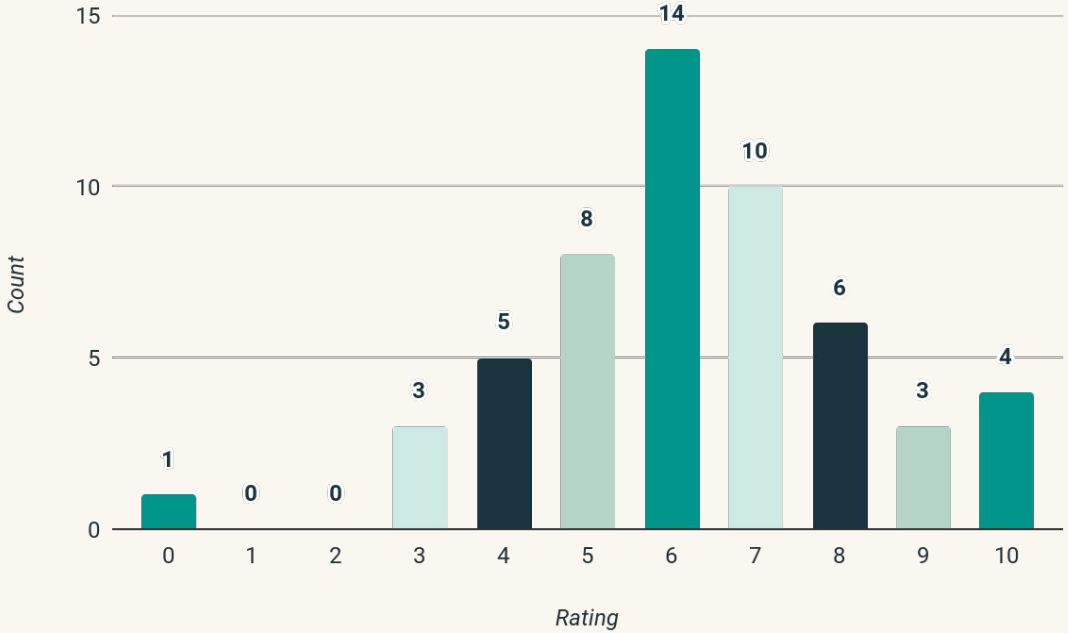


Our thoughts

33% have a salary between 50 001 - 60 000 SEK.

Remember that **salary is just one factor** amongst others in determining job satisfaction and suitability.

Do you think your compensation is fair in relation to your colleagues?



Average rating: 6

Scale: 0 = No. 10 = Yes, it's completely fair.

Do you enjoy your current workplace?

89%

Yes

11%

No

> “We are currently in a transformation to be more customer focused. I have good hopes and are given mandate from my new manager to drive change which is inspiring!”

> “I can do what I want. We have a clear company vision, and we can translate that to what is expected from me and my teams. How we solve it is up to us.“

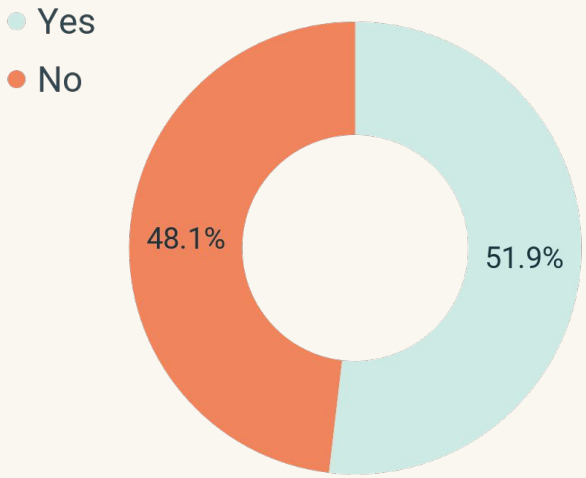
> “Started at the company for about 1 month ago so much is still new “

> “Still a project based organisation which makes product work harder “

> “No understanding of product, product management, agile wow etc.”

> “Product mgmt sits under a CTO”

Are you thinking about changing workplace?



> “But always looking for openings at places with more mature product culture (like Marty Cagan wants it).”

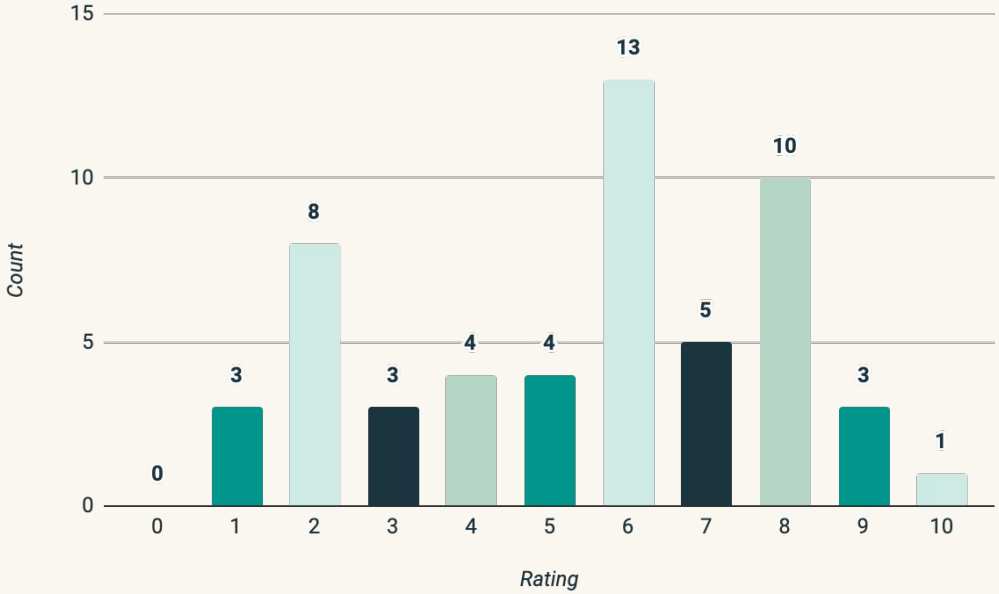
> “I’ve been at the same place for a long time and it is time for a change.“

> “Become PM or manager with salary setting responsibility”

> “Maybe eventually, but right now I’m ok.“

> “Sometimes I long for more meaning“

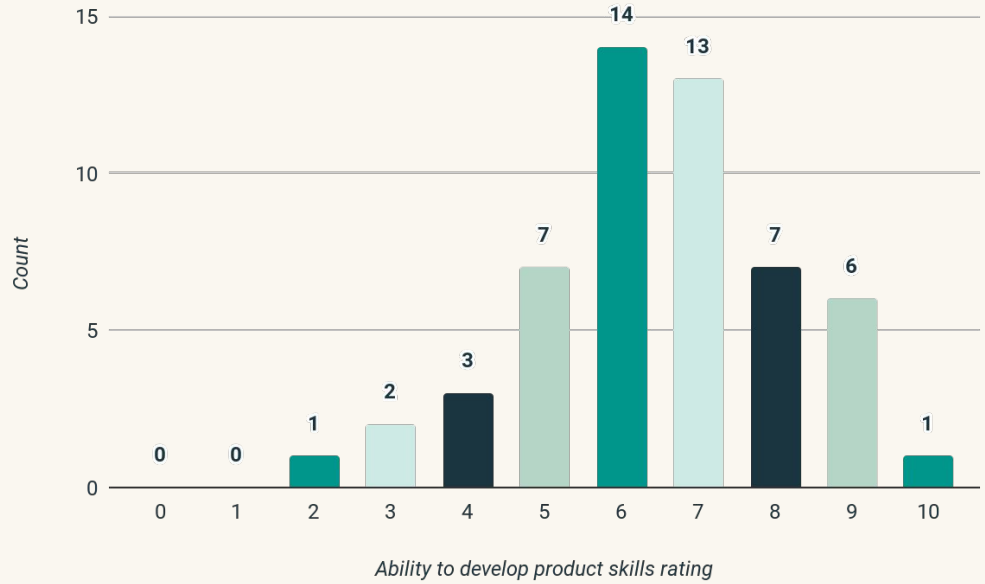
How good is your manager at supporting the development of your product skills?



Average rating: 5

Scale: 0 = Not at all. 10 = Extremely good.

Are you able to develop your product skills at your current workplace?



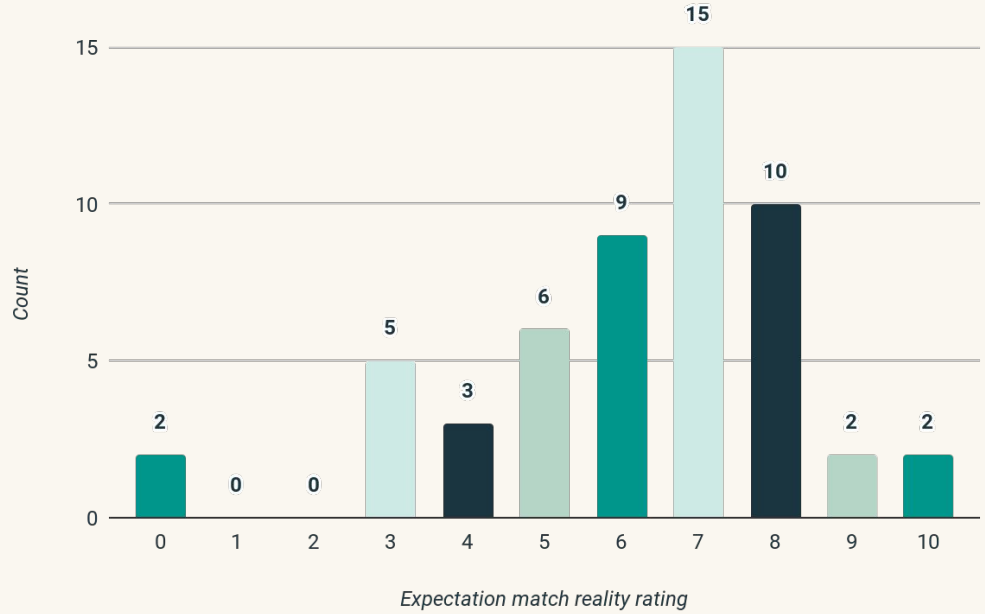
Scale: 0 = Not at all. 10 = Yeah, it's a great place for learning.

Our thoughts

Good managers matters.
54% who rated their manager as good (rating greater than 5 in previous question) also rated this question greater than 5.

Other factors also matter
Around 15% rated their manager at being bad at developing their PM skill but rated this question > 6. Seems like despite not getting a lot of help or direction from their manager people still think they are able to develop their skills at their workplace.

Did the expectations you had for your role or assignment, before you started at your current workplace, match reality?



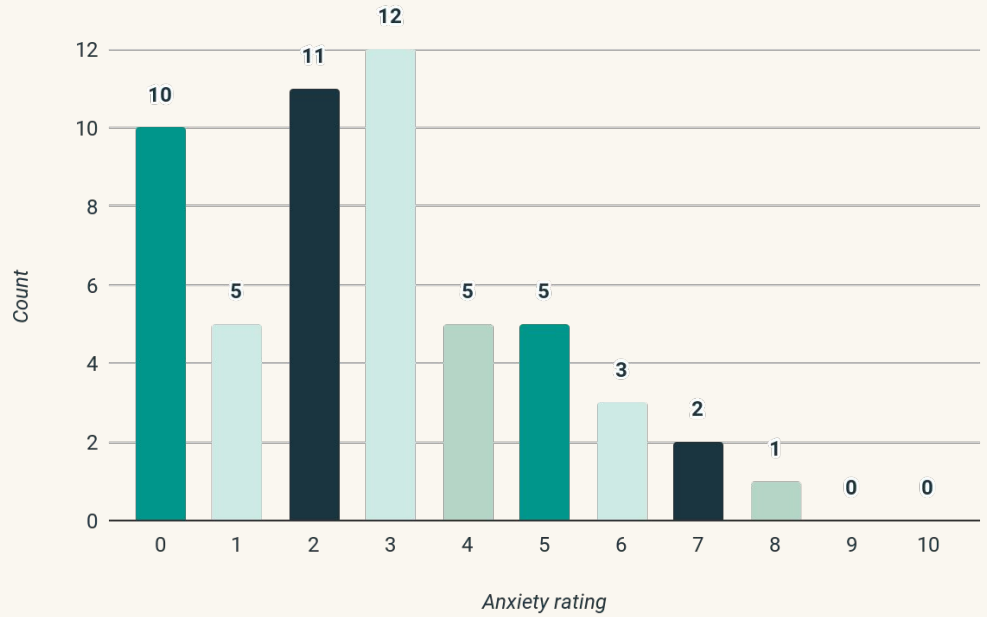
Average rating: 6

Question for you

How often do you think organisations hire wrong people due to the fact that they don't know what they need? Maybe more often than we think...

Scale: 0 = Not at all. 10 = 100%.

How often do you feel anxious about going to work?



Scale: 0 = Not at all. 10 = Basically every day.

Average rating: 3

Our thoughts

Thankfully the average is fairly low, meaning few people feel anxious going to work.

Still, around 30% gave a rating above 3. We hope this number can go down till next time we run the survey again.

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Thank you!

Reach out to us if you have questions or just want to get in touch: hej@seventyoneconsulting.se