

## Product Management for a Cause

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### Saturday, Feb 18th

This year, for ProductCamp Austin, I've proposed a session talking about a project I'd like to promote: [Product Management for a Cause](#). There'll be a lot of folks in attendance at product camp this year, and I don't know if this session will happen, so I wanted to move the concept forward on this blog as well.

I had a close friend approach me recently and commented in the way of a challenge – that IF these people at ProductCamp knew so much about products, why don't they do more than just talk about it. She said, "Isn't there something productive you could do with all that capability?".

I believe there is. In fact there's a lot we can do. What I'm proposing today is redirecting the focus of product management practices to help out in the Austin community. I'm approaching some non-profit organizations (you could do the same), and asking if they would cooperate with ProductCamp Austin on a one-year project where volunteers would work with their organization to increase the value their products deliver to the market using best-practices of product management. The question is, can we increase their competitive advantage or are we just a bunch of prima donnas: all talk and no action. Not in Texas!

It's true some of the organizations I talked with thought I was a goof, but a few have been very excited about it. If you have a favorite non-profit, talk with them about it. Make sure they have the ability to introduce changes to their offerings (many don't). If you don't want to approach them, let me know and I will.

I'm hoping to have a session at ProductCamp Austin to discuss this concept with others and create a plan in our session. It would be cool if there was enough interest to form into teams supporting different non-profits and have a little competition. Maybe some of the consulting

groups and tool vendors would like to pick up a non-profit and show us what they can do? Next year we can review the results. I'm figuring the teams would meet together on a monthly basis to improve the products, but this will be addressed in the session.

Please keep your eye out for suitable non-profits. Oh, and vote this session in. What a case study this could make on the value of good product management.

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