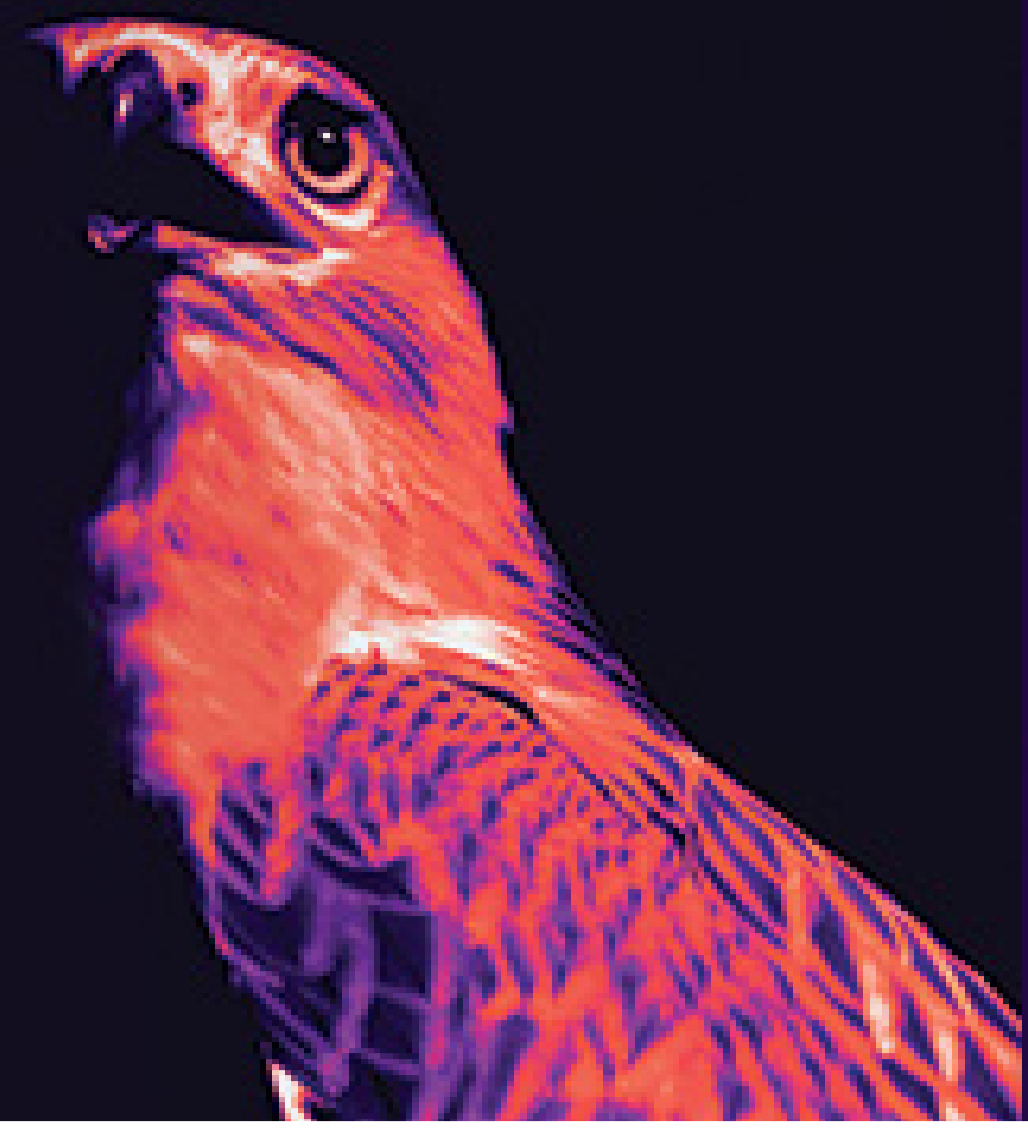


TOP CHALLENGES FOR PRODUCT LEADERS



We asked Product Leaders on LinkedIn what their biggest challenges were as product professionals. 341 respondents completed the polls across various Product Management groups.

Resources & Stakeholders



Stakeholder management, team alignment, collaboration, changing priorities, and poor prioritisation are ranked as the number one challenge for about 4.08 in 6 product leaders.

External Factors



Shifting consumer preferences, regulatory mandates, and product governance requirements are ranked as the primary challenge for about 1.2 in 6 respondents.

Technology



Inadequate tools and technology to help streamline processes, improve productivity or manage product information documents efficiently is a key challenge 8% of respondents.

Other



Product leaders identified other challenges that didn't fit in any of the categories listed. These included a mix of work/life balance, sales and production forecasting, and mental health.

Resources and Stakeholders was the number one challenge for all professionals no matter their role or seniority.

For **77% of Product Managers**, Resources & Stakeholders was their core challenge, with **only 14% of PMs** finding External Factors as their number one challenge.

Much of this challenge falls on the shoulders of Chief Product Officers and Head of Products, with **2 in 6 CPOs** rendering External Factors as their number 1 challenge.

Although 8% of all respondents deemed Technology to be a primary challenge, when looking deeper into the insights, it was predominantly CEOs, COOs, GMs, Business Owners, Operation Managers and professionals in the extended product team that considered Technology to be a sizeable concern, with **1 in 6 stating Technology challenges keeping them up at night**.