**Productization Behavioral Interview Questions**

1. **General** 
   * Tell me what you love about being a product manager. Why?
   * Tell me about a product that impresses you. Why? What would you do to improve it if given the chance?
   * Give me an example of what you think is a bad product and why.
   * Tell me about the best product manager you've ever worked with. What made this person great?
   * Tell me about how you interact with buyers and users.
   * Teach me something, as if I have never heard of it before (it can be anything, skill, lesson, idea, tool, etc.).
   * Tell me what has made product X successful.

***Productization Attribute: Discovery***

1. **Curiosity** 
   * What are you reading now? Would you recommend it? Why or why not?
   * If you had a year off, and the financial freedom to pursue any interest, what would it be?
   * Where do you get your ideas for products?
   * How do you determine what the customer needs?
   * What are your go-to resources for industry knowledge and professional development?
   * What was the last thing you really geeked out about (does not have to be work-related)?
   * What is the most complex thing you have learned and then applied in a work environment? Tell me about how you approached learning about it.
   * (When wrapping the interview.) Do you have any other questions for me?
2. **Resilience** 
   * Tell me about a time when things didn't go as planned. What did you learn? What would you do differently?
   * Tell me about a time when you experienced an injustice. How did you handle it?
   * How would you react to an underwhelming product launch or a new product that received a negative reaction from the market?
   * Tell me about a tough, but important lesson you’ve learned from something that didn’t go your way.
   * Have you ever had a product you worked on halted or significantly de-scoped close to launching? What was that experience like and how did you handle it?
   * Describe a situation where a project's direction changed suddenly. What did you do?
   * Tell me about a time when you made a mistake. What was it and how did you handle it?

***Productization Attribute: Speed***

1. **Comfortable Using Intuition** and making decisions with less-than-perfect information
   * Tell me about a time when your intuition guided a decision.
   * What practices do you use to tap into your intuition?
   * Walk me through a time when you figured out what to build. How did you get to the decision to move forward? What was that process? What was the outcome?
   * How do you decide when to make a decision based on intuition and when to gather data?
   * Describe a situation or a project that you were working on where you had to make a decision without possessing all the important information. What was the situation? Walk me through how you handled the situation.
   * Describe a decision that you needed to make where none of the options were sufficient to meet your goal. How did you decide what to choose?
2. **Bias for Action**
   * Tell me about the last test you ran with a customer. What was it? How did you use the results?
   * Do you think it’s better to be perfect and late or good and on time? Why?
   * Tell me about a time when you needed to deliver something quickly. How did you handle it?
   * How do you know when something is good enough to show or sell to customers?
   * Tell me about a time when you saw an opportunity but it wasn’t within your job responsibilities. How did you handle it?

***Productization Attribute: Abundance Thinking***

1. **Abundance Thinking** 
   * How have you balanced pursuing new opportunities vs. accounting for potential risks?
   * Tell me about a time when you had to say no to a customer. Why did you have to say no? How did you handle it?
   * Tell me about a time you took a risk instead of playing it safe. Why did you make this choice and what was the outcome?
   * Tell me about a time you were in a stressful situation. How did you handle the stress?
   * Tell me about a time when a customer surprised you by doing/buying more than you expected. What learning did you take from that experience?
   * How did you make your last product decision?
   * How do you approach market research? How do you define which markets to explore?
   * Tell me about your prioritization process. How do you make tradeoff decisions?
   * Tell me about a time when a customer or someone internal came to you with a wild new idea. How did you respond?
   * Tell me about a situation where you were given directives that were unclear to you or had multiple interpretations. How did you handle the situation?

***Productization Attribute: Collaboration***

1. **Collaboration**
   * Tell me about a time when you worked with others toward a shared goal. What was your role? What were you responsible for? How did you strengthen other team members' commitment to the outcome?
   * When working on a team, what's hardest for you?
   * Tell me about a time you worked on a difficult team. What was your role and experience?
   * What makes you happiest and most effective when working with others?
   * What would your best friends or family cite as your key strengths and weaknesses in working with a team?
   * How do you help the technical teams (Dev, QA, Ops) to understand customer problems?
   * If the priority changes, tell me how you help the various teams to understand the changes.
   * Tell me about a time when you put yourself in someone else’s shoes to understand a problem that resulted in you changing your perspective or view of a topic.
2. **Conflict Management** 
   * Tell me about a time when you had to deal with conflict and how you handled it.
   * Give me an example of when you had to influence others who disagreed with you.
   * How do you make decisions when disagreeing with executive team members or key stakeholders? How do you manage conflict in those situations?
   * How do you deal with situations of multiple customers asking for different, even conflicting solutions around the same feature/problem?
   * Describe a time when leadership disagreed with your prioritization.