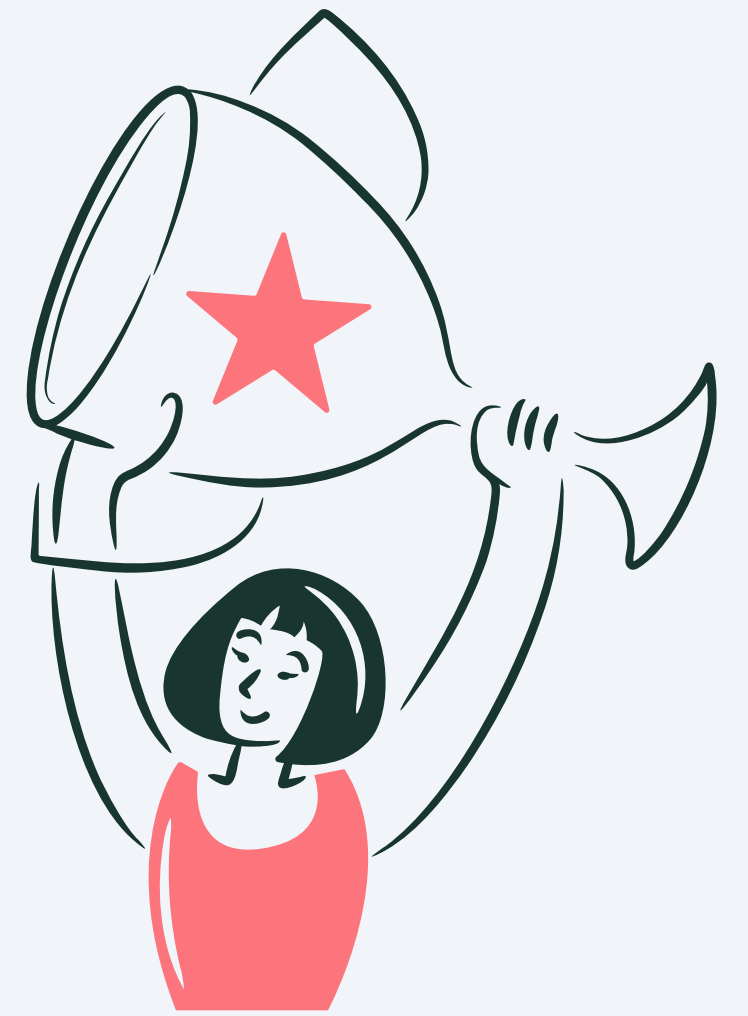# chameleon

Get Ready for 2023:
Product Trends & Tactics

Skills that PMs need to succeed

The Product Manager is the ultimate caretaker of product strategy, from ideation to its arrival in the marketplace, without dropping the ball on optimization and product growth. Here are 14 skills to master for success, from essential to advanced to the next level.

14 must-have skills for a successful PM

Technical PMs are in demand

In addition to the skills covered above, Agile methodologies and software development lifecycle skills are highly sought after, especially for Technical Product Managers. This has also been recognized by LinkedIn as one of the top growing roles in demand for 2022 in the US. UX Researchers and CSMs are on the list, too.

Check the roles in demand

What it takes to become a top 1% PM

Some skills are essential for new PMs, and some you master as you broaden your experience and move up the ladder. After working with Amazon, Airbnb, and Uber, Ian McAllister outlines what the PM's skillset looked like 10 years ago, what has changed, and what it takes to get among the top 1% of PMs.

Become the best of the best

Growth has a new meaning

Just a few months ago, the name of the product game was to grow at (almost) all costs, leading to "skyrocketing valuations and a knife-fight for top talent". Now, things have changed. Together with colleagues at OpenView and expert operators, Kyle Poyar has put together a guide on how to efficiently grow amid uncertainty.

How to grow amid uncertainty

Build a recession-proof SaaS business

It seems we're on the cusp of another downturn, but this doesn't mean you can't build a recession-proof SaaS business. In fact, you could find opportunities for growth, turn the tables on your competitors, and thrive! Now's the time to optimize your product for adoption.

Why product adoption is your best shield

Retention is the new growth

Another trend that's been recognized among product leaders is that Product teams are now switching their focus from growth to retention, especially in subscription-based SaaS. Chargebee outlines three tactics to use to extend the lifetime value of the customers you fought so hard to acquire.

3 ways to focus on customer retention

Don't just survive, thrive!

It's time to gain ground, at speed, and lead your team forward with confidence. Pete Flint, an investor at NFX and 2x unicorn founder/operator, shares advice and actionable tips for founders, CEOs, and product leaders on how to thrive in the downturn.

39 moves to thrive in a downturn

Usage-based pricing is on the rise

One of the tactics you can apply to navigate the storm is to change the pricing model. Usage-based pricing is on the rise, with the adoption of this model doubling among B2B SaaS businesses in the last four years. OpenView explains how this model works and why it matters.

The next evolution in software pricing

The new mantra: Do more with less

No department is impacted faster by a downturn than Marketing. Regardless of how well you're running this side of the business, you'll face pressure to "do more with less". MadKudu offers a playbook on how to navigate through the SaaS winter as a CMO.

A 10-step playbook for CMOs

The state of PLG

Gainsight's report shows that SaaS companies are doubling down on product-led growth. It also reveals that 46% of businesses leverage in-product engagement tools, which means that the majority are still not using their product as the main lever for adoption and expansion. Curious about other insights?

Get the PLG Index report

A new way to work with your data
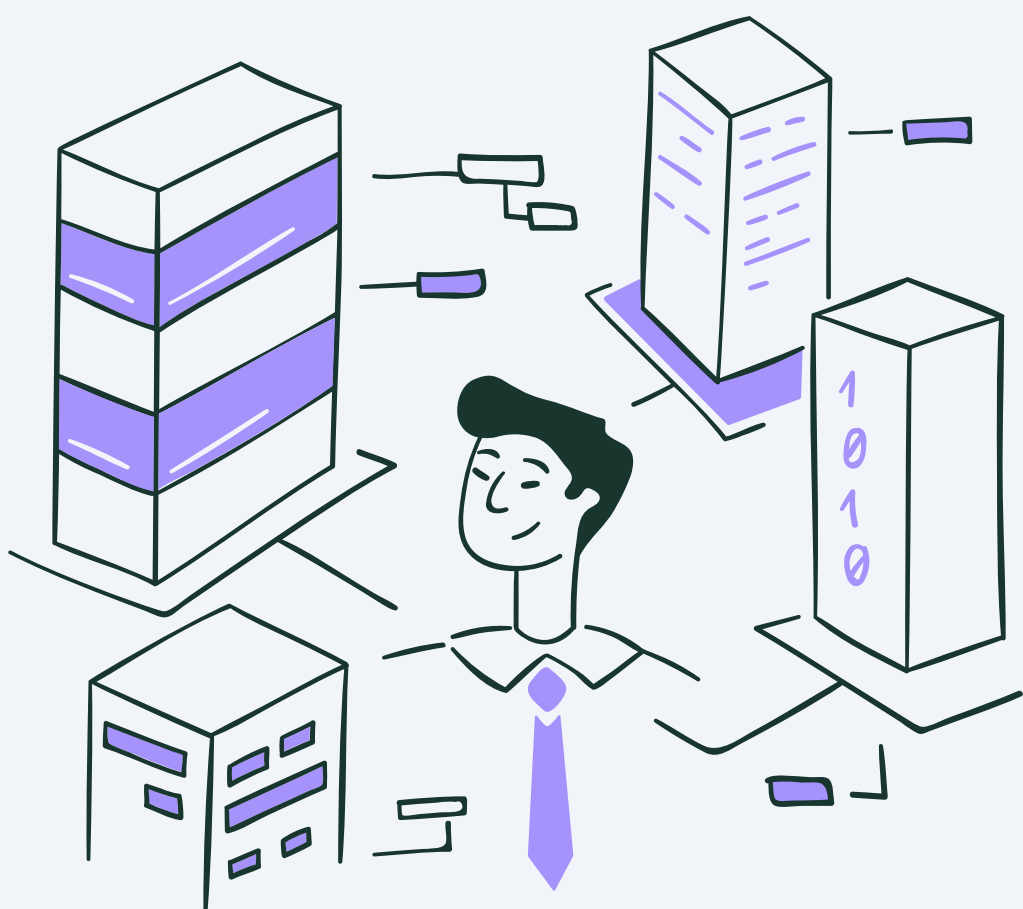
Integrate your in-product engagement tools with analytics and data tools and you'll get yourself an efficient tech stack. Keep in mind that there's a new trend emerging—building a modern data stack to manage data integration, storage, modeling, and activation. Enter: Operational Analytics.

What is Operational Analytics?

Don't forget UX research

Step into the Realm of UX Research to discover the 236 tools that make up the current UXR software landscape. User Interviews has created the UX Research Tools Map to both awe (so many tools!) and help you understand how each of the tools works for different use cases.

Explore the UX Research Tools Map

Is your org really data-driven?

To remove data silos and help your organization become truly data-driven, create a data hierarchy map. Amplitude explains how to use it to track only the most relevant metrics while updating goals that don't contribute to higher-level objectives.

Create a data hierarchy map

Reach product excellence

After surveying 1400+ product managers and leaders, Productboard and Product Collective reveal the biggest challenges and opportunities for product excellence and its three tenets—vision, strategy, and execution. Hint: Using purpose-built toolkits to ply your trade is key.

Download the Product Excellence Report

A PM's set of frameworks

We've gathered 30+ methods, models, and principles you can use to set goals, prioritize, make decisions, solve problems, innovate, and more. Streamline your processes, save time and resources, and set your team on a smooth journey to success in 2023 and beyond.

30+ product management frameworks

chameleon

Chameleon is a product adoption platform that helps you engage users with in-product experiences, and analyze the performance of your Tours, Tooltips, Microsurveys, and Launchers. It blends perfectly in your tech stack and helps you make UX that stands out.

Get started free!