A look into the future:
Five product management predictions for 2028

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Hello,
I’m Thor.
Decision-making is rapidly evolving.

**Classic**
*Waterfall workflows*
- Upfront research
- Gated decision-making
- Irreversible decisions
- Consensus required

**Modern**
*Agile workflows*
- Concurrent research
- High-velocity decision-making
- Reversible decisions
- Disagree and commit

**Advanced**
*On-demand workflows*
- On-demand research
- Democratized decision-making
- AI-supported decisions
- Transparency & accountability
Like building your own CRM

#1 – Manual efforts today will be seen as archaic
#2 – There will be products for the nichest of markets

A hammer for every nail
#3 – Product decisions will be decentralized

Everyone will be a product manager
Agile workflows for physical product development

#4 – Virtual reality will make everything testable
Leveling up beyond customer-centricity

#5 – Competitive advantages now will just be table stakes
How are you preparing for the future?
Change the organization’s mindset, beginning with key stakeholders

- Bias to plan
- Comfortably predictable
- Upfront research
- Iterative experimentation

- Bias to act
- Comfortably unpredictable
Be a strategic partner to product and business teams

- Engineered products
- Interactive prototypes
- Customers & expectations
- Simulated testing
- Large-scale studies
- On-demand insights
Be ruthlessly outcome-oriented instead of process-oriented

- Reports & studies → Data & insights
- Traditional methodology → Modern methodology
- Siloed activities → Integrated collaboration
Follow Alpha for more resources about the future of data-driven decision-making.

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