Product ops 30-60-90 day checklist
Hit the ground running in your new role

Starting a new role in product operations can feel overwhelming, but having a structured plan can make the transition smoother and set you up for long-term success.

The first 90 days are crucial for learning, building relationships, and demonstrating value. Use this checklist to guide your actions, help you understand your organization's unique context, and quickly identify opportunities to contribute meaningfully.

First 30 days: Understand your organization

Your first month should focus on learning about the organization, meeting key people, and identifying potential problems you can address.

- [ ] Meet with everyone (seriously, everyone!) through 1:1s:

    - [ ] Engineering

    - [ ] Design

    - [ ] User research

    - [ ] Data science

    - [ ] Customer support/success

    - [ ] Sales

    - [ ] Marketing

    - [ ] Legal or compliance

    - [ ] Privacy

    - [ ] Security

    - [ ] Any partner teams your team supports or depends on

    - [ ] Other relevant stakeholders or partners

- ☐ During these meetings, gather insights and perspectives on existing challenges and opportunities.

- ☐ Review key organizational documents and resources:

    - ☐ Vision and mission statements

    - ☐ Strategic plans

    - ☐ Product roadmap

    - ☐ Product backlog

    - ☐ PRDs or specification repositories

    - ☐ User personas

    - ☐ Customer journey maps

    - ☐ User research repositories

    - ☐ Dashboards and metrics repositories

    - ☐ Goals and OKRs

    - ☐ Current status reporting methods and documentation

    - ☐ Feedback mechanisms (retrospectives, post-mortems)

    - ☐ Internal communication methods (email, chat, forums)

    - ☐ Planning and execution lifecycles

    - ☐ Test environments for upcoming software releases (if applicable)

- ☐ Create a preliminary shortlist of problems that management wants solved.

First 60 days: Experiment and prioritize

Now that you have a foundational understanding of your organization's context, it's time to prioritize and experiment with solutions.

- ☐ Collaborate with management to align on the top 1–5 problems to address first.

☐ Facilitate ideation sessions individually or in groups to brainstorm potential solutions.

☐ Conduct small-scale experiments to test these solutions.

☐ Engage constructively with management about their requests; identify areas where priorities might not be clear and help refine them.

☐ Develop a clear, actionable roadmap addressing prioritized problems, and review it with management for alignment.

First 90 days: Demonstrate value and iterate

By your third month, you should aim to demonstrate tangible value from your initial efforts and lay the groundwork for ongoing success.

☐ Convert a successful experiment into a scalable program.

☐ Showcase the success clearly to highlight the value of product operations.

☐ Continue refining your roadmap based on outcomes and feedback.

☐ Maintain a consistent cycle of learning, experimentation, and implementation.

☐ Reconnect with your stakeholders and partners to reinforce relationships and gather ongoing feedback.