

Concrete Product Bets, Agentic PM Workflows, and the Leadership Loop

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This brief highlights a sharper way to frame product strategy, a practical path from AI assistant to agent-orchestrated PM work, and a leadership model for scaling product teams. It also includes a vertical SaaS case study and a few tools and patterns worth testing.

Big Ideas

1) Strategy gets better when you kill wide vs. deep

Abstract binaries such as **wide vs. deep**, **platform vs. point solution**, or **CAC vs. LTV** can create the feeling of strategic discussion while avoiding the harder question: which specific feature or capability will make a real customer buy and stay [1]. If you truly understand customer needs and differentiation, the product's shape follows from those bets; if you do not, no framework will rescue you [1].

“The real question is: *what is going to work?*” [1]

- **Why it matters:** Strategy discussions become more testable and less theatrical [1].
- **How to apply:** Ask teams to name the customer, the pain, the feature, and the reason that customer will buy or stay.

2) The PM role is moving toward agent orchestration

Most PMs still use AI as a writing assistant, but the emerging path is broader: assistant → mini-workflows → end-to-end workflow automation, with as much as 70% of some workflows eventually running without human intervention [2]. The goal is not to remove PM judgment; it is to automate routine work so PMs

can spend more time on product taste, intuition, and shaping harder problems [2].

- **Why it matters:** The job shifts from doing every task to deciding what should be automated and what should stay human-guided [2].
- **How to apply:** Start with repeatable, low-risk workflows before touching judgment-heavy work.

3) Strong product orgs need three motions in balance

A useful leadership frame is the triad of **exception-based management** (systems that flag deviations), **presence-based management** (go see the work), and **delegation-based management** (push authority to the people closest to the work) [3]. When balanced, they reinforce each other; common failure modes are mistaking dashboards for understanding, confusing involvement with value, or declaring autonomy without building context [3].

- **Why it matters:** It gives PM leaders a clearer way to diagnose scaling problems than generic empowerment language.
- **How to apply:** Build exception dashboards, keep direct exposure to users and teams, and delegate decisions only after shared context is in place.

Tactical Playbook

1) A four-step discovery filter before you build

1. Talk to real customers before building many features [4].
2. Try to pre-sell, not just collect positive feedback [4].
3. Treat 3-5 early paying customers as a stronger signal than abstract enthusiasm [4].
4. Prioritize the feature most likely to make those customers buy and stay [1].

Why it matters: This filters out ideas that only sound useful and sharpens prioritization around proven pain [4].

2) Start a product brain without over-automating

Feed AI ongoing context from customer and team conversations, strategy, product/marketing, and competitors [2]. Use it first for writing and synthesis, then expand into mini-workflows like user stories or feedback synthesis [2]. Put the agent in a channel you already use, such as Slack, so it asks permission before acting and learns from corrections [2]. One practical use: during product discussions, use it to challenge weak reasoning if it has enough context on the product [5].

Case Studies & Lessons

1) Klientys: a vertical product built from one concrete workflow pain

Klientys started with a simple observation: an independent nurse in Brussels was spending **1-2 hours every evening** handling calls, SMS confirmations, and appointment admin with paper notes, a physical agenda, and an outdated Facebook page [6]. The product response was an all-in-one tool: a guided **9-step** website wizard that sets up a professional site in **15 minutes**, online booking with reminders, a mini-CRM, an AI agent for common questions, and local analytics [6]. The reported result: fewer evening calls, a self-filling agenda, and better local search visibility [6].

Lesson: Clear customer pain plus simpler packaging can matter more than feature breadth, especially when incumbent tools feel too expensive or complex [6].

2) Three leadership patterns from Mulally, Chesky, and Huang

Alan Mulally used hands-on presence at Ford to make exception systems work and then restore delegation [3]. Brian Chesky, by contrast, used presence after Airbnb's crisis to replace exception systems and delegation, making himself the coordination layer [3]. Jensen Huang built flatter information flow and exception systems so Nvidia could move quickly without his constant involvement in every decision [3].

Lesson: High presence is powerful in a crisis, but it scales better when it builds systems rather than permanent dependency [3].

Career Corner

PMs who adapt well to AI may look less like document owners and more like workflow architects: they decide what gets automated, where human taste still matters, and where a bit of friction is useful [2]. At the same time, **glue** work still matters. AI may reproduce artifacts, but not the judgment, legitimacy, and social bridging that improve decisions across teams [3].

Practical takeaway: Build two muscles now—automation design for routine work, and context-building for high-stakes collaboration.

Tools & Resources

- Rezonant is cited as useful for AI-powered mini-workflows such as breaking work into user stories and turning feedback into research or strategy docs [2].
- **Slack** is a practical pattern for the human-agent interface: permissioning, feedback, and learning loops in one place [2].

Sources

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