



Product Circus | Webinar

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Data-Informed Decision-Making & How That Impacts Stakeholder Relationships



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Product Circus

We aim to bring people together who care about product, value, and outcomes. Together, we elevate the joy and meaning in product development.

Quick Guidelines

- Your microphones will be muted throughout.
- This session is recorded. The recording and slides will be available after the webinar.
- Please ask questions!
 - Submit questions by selecting the Q & A icon:





ABOUT ME

MISSION

Helping People AND Teams
Delivering Great Outcomes

WHAT I DO

Product Coach/Consultant



Product Circus



What drives decision-making in your organisation? Examples

- A. Data-Informed insights
- B. Leadership direction
- C. Gut feeling or intuition

WHAT DECISIONS ARE WE MAKING?





Product Management Is Filled With Decisions



WHAT IS DATA- INFORMED DECISION MAKING





WHAT IS DATA-INFORMED DECISION MAKING

Data-Informed decision-making is the practice of using data as a critical input—not the sole driver—for making informed decisions. It combines evidence with human judgment, context, and experience.

Data-Informed Not Data-Controlled



Evidence-Informed, Not Evidence-Controlled

Data supports and shapes decisions but doesn't replace strategic thinking



Balances Quantitative & Qualitative Inputs

Analytics, metrics, and trends are complemented by user research, team insights, and domain knowledge.



Human-Centred Approach

Values user needs/problems, stakeholder concerns, and team instincts—grounded by data, not dominated by it.



Use Data As a Compass, Not As A Controller



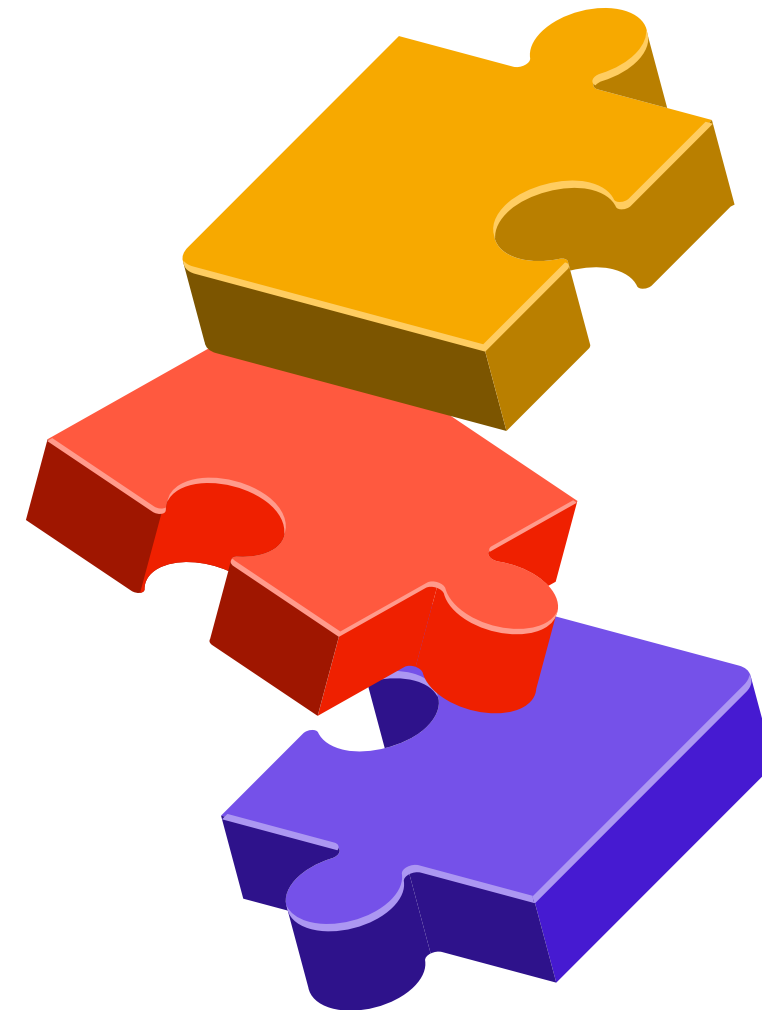
How Do We Take Decision

When we lack evidence/data

**Gut Feeling and
Intuition**

**Decisions by Authority
or Hierarchy**

**Copying Competitors
or Industry Trends**



**Decisions Driven by
Urgency (Firefighting)**

**Relying Solely on
Past Experiences**

**Relying on Loudest
Voice in the Room**

DATA-INFORMED DECISIONS

High: Decisions are traceable
and based on shared data.

Higher: Stakeholders feel
involved and informed.

Easier: Data provides a neutral
ground for discussion.

Strong: Repeatable and can
guide future actions.

VS

**DECISION
TRANSPARENCY**

**ENGAGEMENT &
BUY-IN**

**CONFLICT
RESOLUTION**

**SCALABILITY OF
DECISIONS**

GUT-FEEL DECISIONS

Low: Often lacks rationale,
seen as opinion-based.

Lower: Stakeholders may feel
excluded or sceptical.

Harder: Disagreements
become personal or political.

Weak: Difficult to scale or
replicate gut-driven success.



Data Acts As A Catalyst To Reduce Bias in Decision Making



HOW DATA- INFORMED DECISIONS STRENGTHEN STAKEHOLDER RELATIONSHIPS



Why Stakeholder Relationships Often Strain



Conflicting priorities

**Unclear rationale
behind decisions**

**Emotional bias or
personal opinions
driving conversations**

**Lack of transparency
or progress visibility**

How Data-Informed Decisions Help

Your Challenge

Data-Informed Solution



“Why did we prioritise this feature?”



“I feel this won’t work”



Misalignment on goals



Decision disputes

Shows evidence: user demand, support tickets, conversion data



Encourages testing & validation: “Let’s run an experiment to see.”



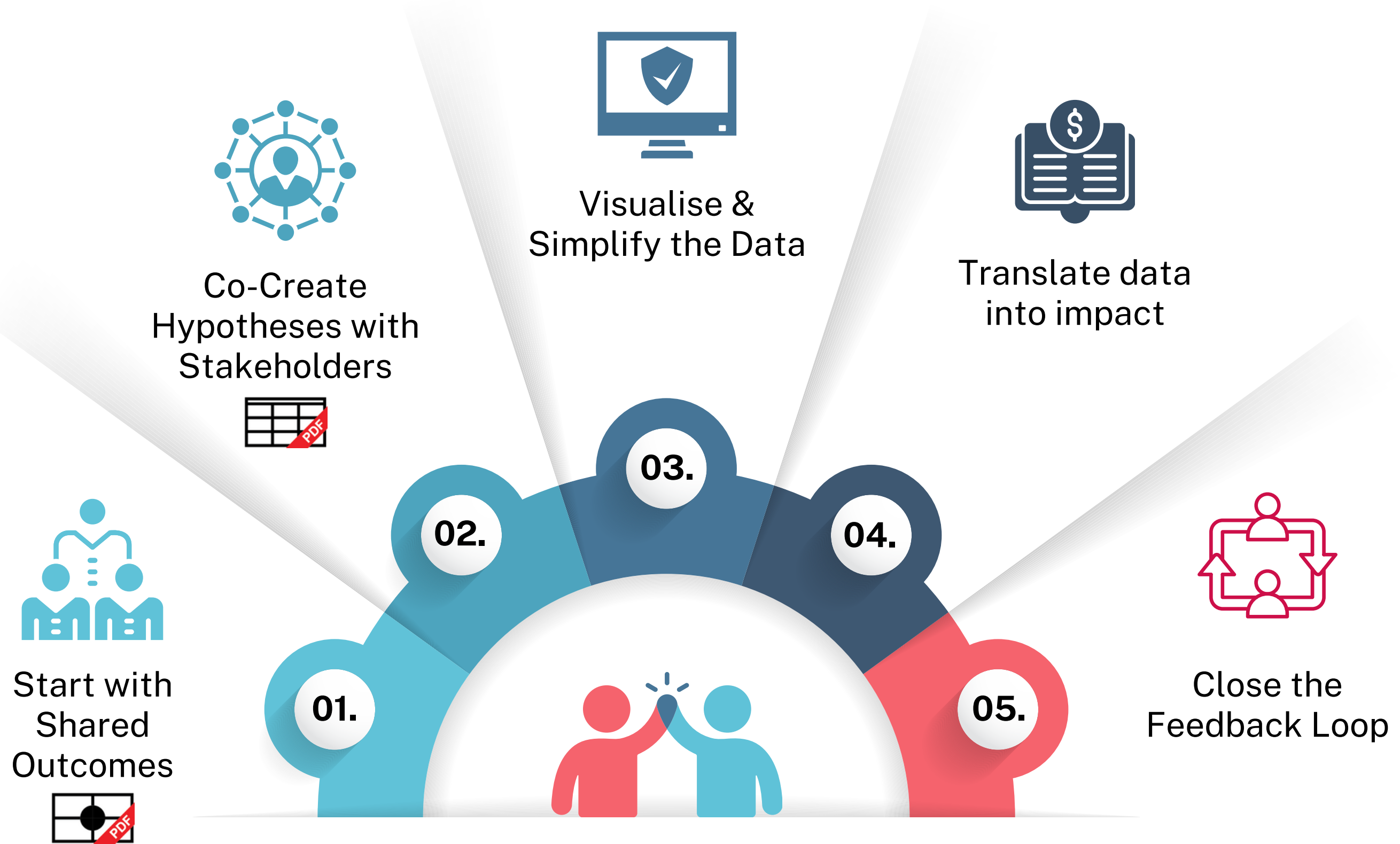
Data highlights impact on shared outcomes (e.g. revenue, satisfaction).



Neutral ground: Data de-personalises the debate. It’s about facts, not opinions.

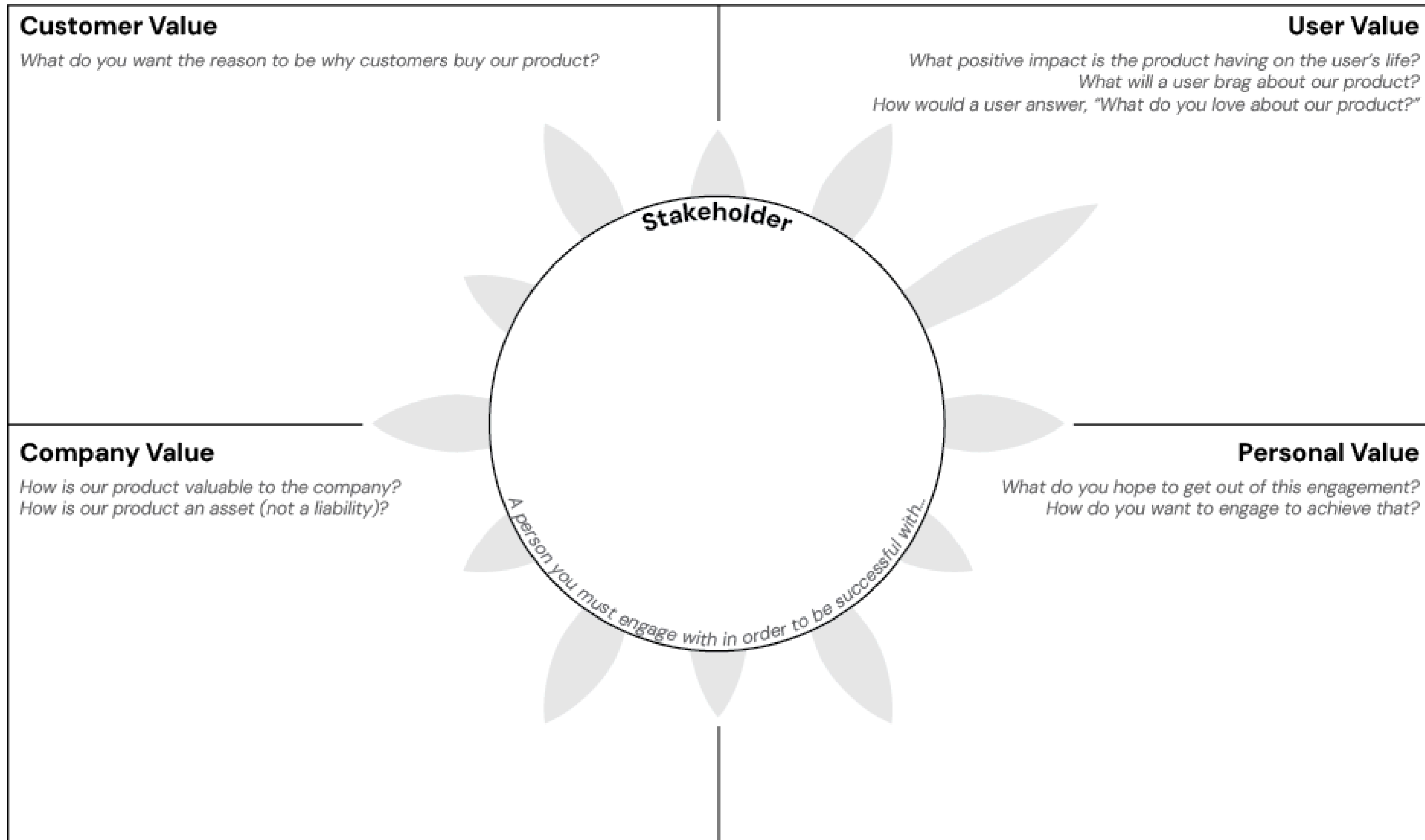


**Data builds a shared language. It
invites collaboration, reduces
friction, and ensures decisions
aren't made behind closed doors**



STEPS TO BUILD DATA-INFORMED STAKEHOLDER ENGAGEMENT

Value-Based Stakeholder Engagement Card



A model to use with your stakeholders to make values transparent and aid decision-making.

Value-Based Stakeholder Engagement Card



From the desk of Peter, Head of Product

Customer Value

What do you want the reason to be why customers buy our product?

- Nailed-It helps workers spend less time with administrative tasks and more time with their craft
- Saves workers time and helps prevent errors with administrative tasks through automation
- Provides insights and data from people
- It's affordable
- There's a low barrier to entry to start getting value from the technology (minimal training needed)

User Value

What positive impact is the product having on the user's life?
What will a user brag about our product?
How would a user answer, "What do you love about our product?"

- Easy and intuitive to use
- Helps workers complete their projects more efficiently which makes them look good to their customers

Company Value

How is our product valuable to the company?
How is our product an asset (not a liability)?

- We have low churn in customers / users
- It's easy to use and intuitive
- There's growth potential in both new functionality and markets
- It's scalable
- €6m per year revenue and growing

Personal Value

What do you hope to get out of this engagement?
How do you want to engage to achieve that?

- Wants to be actively involved with roadmapping and strategy as much as possible so she's not left in the dark and having a hard time to direct her teams
- Co-Create / Collaborate
- Thinks France is a good candidate for market expansion
- Has some ideas for new functionality in the Field App



Sally, SVP Sales

Sally
Senior Vice President, Sales

Manages 2 teams

- Online Sales Team - 10 people
- Traveling Sales Team - 6 people

Her mom has health complications and is starting to have a really hard time living on her own in Fontainebleau, France (approx. 1hr from Paris)

Nailed-It Overview

- Project support tool primarily for carpenters and painters
- Cloud-based platform that simplifies project management
- For companies with <50 workers
- Current Markets
 - Spain (leading market)
 - Portugal
 - Italy
- Currently 100,000 users

Core Offerings

- Field App
- Web-Based Admin Platform
- Smart Integrations
- Internal Admin Tool

A model to use with your stakeholders to make values transparent and aid decision-making.



Nailed-It is a fictitious company

Value-Based Bet Canvas



Bet Overview <i>One-sentence summary of the bet</i> <div>Y Y Y Y / M M / D D</div>		
Data & Observations <i>Backing / Conflicting / Frequency / Source Quality</i> <i>How is it hurting the company?</i>	Experiment <i>What are we going to do?</i>	Assumptions <i>We could validate these, but we are choosing not to invest in doing that.</i>
Opportunity / Problem Statement <i>What opportunity do we spot? What problem do we need to solve?</i>	Investment <i>Time / Money / Energy / Who's involved?</i>	Risks <i>These are typically out of our control.</i>
Wanted Outcome / Bet Success <i>What is it that we're hoping to achieve?</i>	Motivation <i>Criticality / How does it serve our vision/mission?</i>	Next Evaluation Moment <i>When is our next opportunity to evaluate?</i>

A model to use with your stakeholders to make value-based bets.





<div><div>Bet Overview</div><div>One-sentence summary of the bet</div><div>German Compliance Launch</div><div>YYYY/MM/DD</div></div>		
<div><div>Data & Observations</div><div>Backing / Conflicting / Frequency / Source Quality</div><div>How is it hurting the company?</div><div><ul style="list-style-type: none">only 15% of German SMEs use digital toolsnew legal requirements, going into effect 9 months from now, is going to force use of digital staff ledger</div></div>	<div><div>Experiment</div><div>What are we going to do?</div><div><ul style="list-style-type: none">We will develop the app and admin to comply with German staff ledger legislation and localize the app (language, UI), and execute a full-on marketing and sales campaign.We will hire ~3 new German-speaking sales reps, and 1 to marketing.</div></div>	<div><div>Assumptions</div><div>We could validate these, but we are choosing not to invest in doing that.</div><div><ul style="list-style-type: none">German prospects will adopt a compliant app; 20% marketshare is feasibleWe will be on the market 3 months before new legislation kicks inOur sales approach will land well in the German market</div></div>
<div><div>Opportunity / Problem Statement</div><div>What opportunity do we spot? What problem do we need to solve?</div><div><ul style="list-style-type: none">German market has low use of digital tools. We have a market reputation of having low barrier to entry.We believe we can capture 20% of the German market, by offering a digital tool that complies with the new legislation and requires low effort from customers.</div></div>	<div><div>Investment</div><div>Time / Money / Energy / Who's involved?</div><div><div>Investment: €185k<ul style="list-style-type: none">Dev €75kMarket prep €50kStaffing 3 mo €60k</div><div>50 of total dev capacity for 3 months</div></div></div>	<div><div>Risks</div><div>These are typically out of our control.</div><div><ul style="list-style-type: none">The legislation will keep changingA local competitor is better equipped to exploit this opportunity</div></div>
<div><div>Wanted Outcome / Bet Success</div><div>What is it that we're hoping to achieve?</div><div><ul style="list-style-type: none">20% market share<div>= 112,000 companies x €250/company/year</div><div>= €28,000,000 per year</div><ul style="list-style-type: none">~= 1,000,000 € / month in Jan 2026</div></div>	<div><div>Motivation</div><div>Criticality / How does it serve our vision/mission?</div><div><div>With a strong foothold in southern Europe, we are well positioned to expand in Europe. This opportunity contributes well to our YtY growth target of 40%</div></div></div>	<div><div>Next Evaluation Moment</div><div>When is our next opportunity to evaluate?</div><div>1 month</div></div>

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**Data becomes a relationship
builder when used as a bridge—not
a barricade. Involve stakeholders
early, show impact often, and let
evidence guide—not dictate—the
journey**

Minimise Bias



**Minimise Risk and
Reduce Waste**



Accelerates Learning



Encourages Innovation



**Fosters a Culture of
Experimentation**



5 Key Benefits of Data-Informed Decision Making





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QUESTIONS?



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If you think this webinar was useful and your organization would benefit from a personalized (and free) experience like it, we would be happy to help:

info@productcircus.org

Thank You!



We appreciate your feedback to improve the experience for future attendees:

<https://forms.gle/9s6Z5tCz4qNPWiXa7>

To thank you for your feedback, we will send you **early access to two stakeholder engagement tools** by Product Circus:



Value-Based Stakeholder Engagement Card



Value-Based Bet Canvas