

INSIDE THE MIND OF A PRODUCT MANAGER

COMMUNICATION 40%



Conductor - Must keep the entire team on track
Motivational Speaker - Must convince & motivate team to work together on one vision
Diplomat - Negotiate & coordinate with different departments for a product release
Smooth Talker - Tactfully communicate progress to higher ups, can turn a roadblock into an insight or even an opportunity

DESIGN 20%



User Advocate - Understands what motivates certain actions of the users.
Sketch Artist - Can take his/her vision and creates an accurate mockup

ENGINEERING 20%



Code Whisperer - Has technical skill or can translate features into developer lingo
Manager - Runs SCRUM meetings and/or assigns work to engineers

BUSINESS ACUMEN 20%



Market Tester - Measures the success of a new product or feature and decides either to scrap it or expand it
Online Marketer - Has a plan to launch products to the market and knows how to get early adopters.

