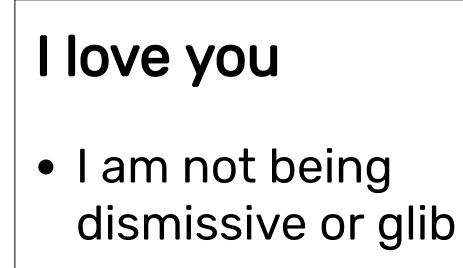
The Shape of Product Management Product management is hard to define (globally) and hard to chart (personally) Because it's essentially filling gaps

Assumption

 You are part of a team at some semblance of a product company





Lets start by defining types of gaps that a PM might fill As a product company is made up (generally) of several working pieces, we will define gaps here as differences between realistic ideal and actual existing

Skillset/quality/experience

- Ex: Project needs new API endpoints and there is not anyone with node experience on the team
- Ex: Nobody knows how to perform a full flight simulation test on the team

Manpower/throughput/capacity

- Ex: We need someone to smoke test this HTML form
- Ex: The client expects the demo to have all v1 requirements by Friday



Let's bucket the groups that cause these gaps and see if there are any similarities

Customer

 Potentially the largest, most volatile and (regrettably) most important

Business

- The entire organization, from the executive leadership to the other departments
- Marketing, client service, customer service, development, etc.

Team

 Your product team (however you make that up)

You • You (duh)



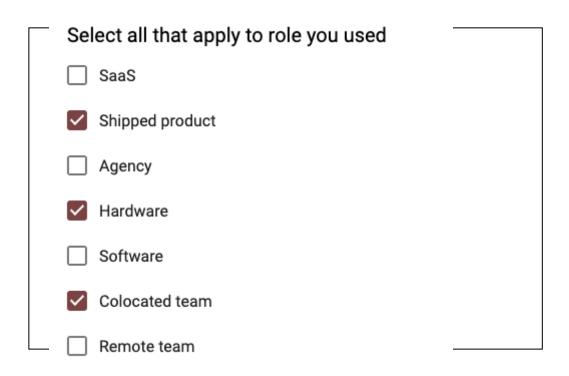
Finally, let's talk about how we can visualize these gaps.

- Overlay likelihood gaps across groups over time
- Have some kind of baseline
- Measure 'you'
- Compare difference to 'you'

How does the survey work?

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	Last Year	6 months Ago	Last Month	Now	Next Month	6 Months From Now	Next Year
100%							
80%							
60%		\checkmark	\checkmark				
40%							
20%						\checkmark	
0%							

l enjoy the t	echnic	al parts	s of bei	ng a Pl	И		
	1	2	3	4	5	6	
Lowest	0	0	0	0	0	0	Highest



Your Unique Code *

your first name + a number between 1-99, ex. adam34

adam54

Ready?

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