



**EARN&LEARN**

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# Today's Moderator



**Anna Ramos**

*Work-Based Learning Coordinator  
Youth Employment Services Case Manager  
Mt. Diablo Unified School District*



# Welcome to the January 13 , 2020 Virtual Guest Speaker

## INTRODUCE YOURSELF IN THE CHAT!

- Type your **name** and **where** you're from
- Share: *What do you think of when you hear the word “**product development**”*





# Who else is on the call?

Can we please have 4 learners introduce themselves:

1. Turn **video** on
2. What's your **name**?
3. **Where** you are from?
4. Where do you go to **school**? (if student)
5. What are your your **career interests**?





## Earn & Learn 2020 Virtual Guest Speaker Series

In response to employment uncertainty and schools moving to a virtual environment, we are continuing with our virtual guest speaker series.

Our speaker series will include "AMA's" (Ask Me Anythings) with professionals from various career fields in order to pique student interest and increase awareness about career options.



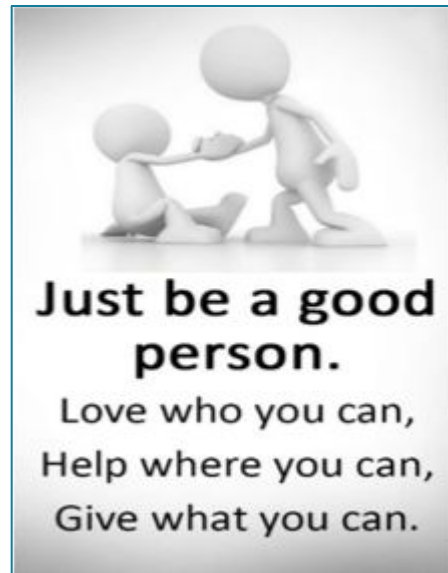
# Why Career Exposure and Exploration Matters

- Provide exposure to potential careers and jobs.
- Provide a realistic picture of the business, its role in the community and the career paths and occupations of its workforce.
- Help students/learners make the connection between their education and the workplace.
- Inform career planning.



# Group Norms

- Everyone has wisdom
- We need everyone's wisdom
- There are no stupid questions
- There are no wrong answers
- Presume Best Intent
- Share the mic
- Confidentiality of personal information





# Agreements for an Effective Meeting Space



- Remain **on-camera** at all times (except breaks).



- Remain **available-to-be-on-mic**. You can mute while others are speaking/presenting, but be ready to participate.



- Avoid distractions: turn other devices to **airplane mode** and minimize open windows on your computer.



- Feel free to **raise your hand** - on camera or using [nonverbal tools](#) in Zoom.



- Use the phrase "**I'm complete...**" to indicate when you are done speaking.



- Be mindful of your "**airtime**." We will occasionally call on people to ensure your voice is heard or create breathing room in the discussion. Consider this an invitation, not an obligation!



- Grab a **squeeze ball or fidget toy** to keep your hands occupied and avoid the urge to Always Be Clicking!



- Have grace with yourself and others. We're all figuring this out together!  
How do you want to show up today? What's one intention you'd like to set for yourself?





**Natalie Long**  
*Product Developer*

## Agenda

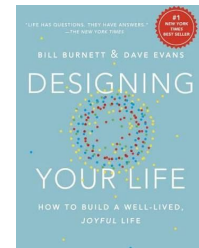
1. Introductions
2. Guest Storytelling
3. Ask Me Anything
4. What did we learn today
5. What inspired you
6. Appreciations

# Natalie Long

## Career Story

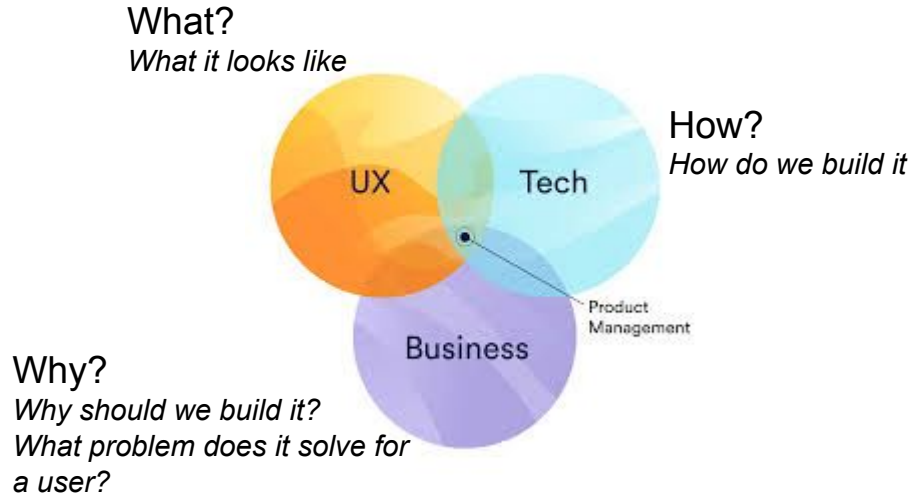


- Graduated Miami University of Ohio - B.S. Business
- Awesome 1st career w/ Accenture
  - ~8-10 clients over 5 years; traveled all over US
  - Awesome professional development
  - Exposure to various Co's
- Determined to go to Kellogg/NWU for MBA - took 2 years!
- Dream Apple PowerBook internship did not result in a job :-)
- Torn between Brand & Product Mgmt
- Was laid off after dot com bust; opportunity to travel/backpack abroad
- Career highlight: 8 years at Snapfish - last 5 building the Intn'l business
- After kids, now trying to pivot my PM experience toward "doing good"
- Recs: Design your life! Run mini experiments; find where your energy goes



## What is Product Management?

Product management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's products.



PMs work collaboratively with:

- Users & Customers!
- Engineers & QA
- UX - User Experience / Interaction designers
- User Research
- Visual designers (graphic/web design)
- Operations
- Customer Success
- Sales (B2B)

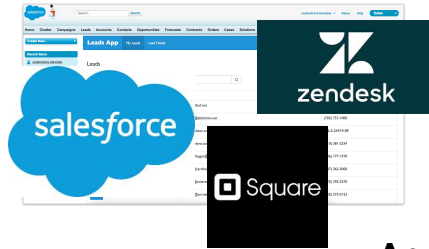


# Examples of what PM's "build"

FitBit



B2B Software (business to business)



TikTok, Facebook, Instagram, Twitter, LinkedIn, Pinterest



Loads of other consumer brands

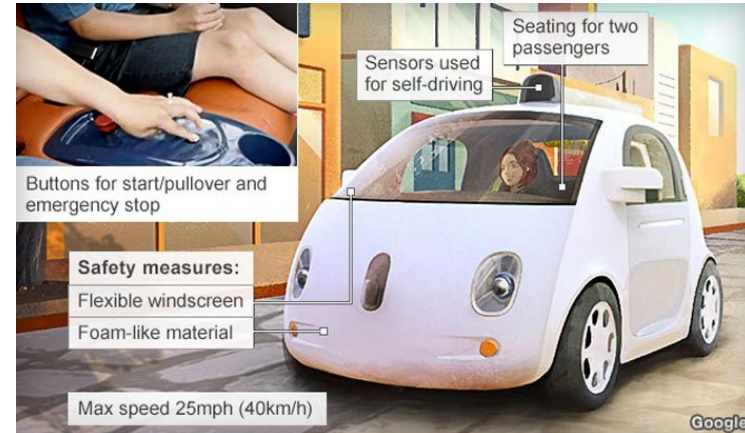


Apple iPhone 12



Amazon Alexa, Echo Dot

Google / Waymo



# How can you explore if PM is for you?



- PM's arrive from many different career paths
  - Business (some after MBA)
  - Engineering (some Co's require Eng. degree)
  - Entrepreneur - start your own company and act as PM
  - Customer success - learn the product by being close to customers
- How can you investigate if it's right for you?
  - Online "Product Management 101" courses (LinkedIn Learning, Coursera, Udemy)
  - Join "hackathons" or high school "innovation days"
  - Start in customer service (great college job; get to know a product inside/out)
  - Look for big Co's with new hire rotational or internship options (FB, Google)
  - Join or attend networking events, Meetups, etc. (e.g., Women in Product FB group)
  - Listen to podcasts - *How I Built This*; *Masters of Scale*
  - After college, consider a Bootcamp (scholarship?) or Fellowship



▷ COURSE **POPULAR**  
**Becoming a Product Manager**  
By: Cole Mercer · Released Jun 4, 2019  
76,742 learners



≡ LEARNING PATH  
**Become a Product Manager**  
Skill: Product Development



Ask Me Anything

**ASK ME ANYTHING**



What Did You Learn Today

**WHAT DID YOU LEARN  
TODAY?**



What Inspired You

# WHAT INSPIRED YOU?



*Everyone wants to be appreciated. So if  
you appreciate someone, don't keep it a  
secret.*

*-Mary Kay Ash*

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for it is yours  
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