8 KEYS

TO GROW YOUR

PRODUCT MANAGER

CAREER

THIS 2023

This short guide is created to show you 8 things you MUST have to grow your Product Management career successfully in 2023

If you just transitioned into product management and have started working as a Product Manager, this guide is for you.

If you are still considering coming into Product Management, you can also go through the guide.

Sit up and digest this without skipping any lines because I have been known to hide a thousand lessons in my text.

Let's dive RIGHT in!

COMMUNICATION

This is a vital skill you must have to excel in the product space.

And yes, you must have heard about this skill several times but the truth is, there are still many people that do not make good use of it.

I've had an Intelligent Product Manager as a friend who keeps getting frustrated in her career.

Everyone knows her to be Intelligent and she understands product management processes and how to implement it.

However, she lacked one thing, Communication!

She couldn't communicate her ideas clearly to stakeholders and her team; She was either being misunderstood or she misunderstands someone else.
The team had many back and forths due to these misunderstandings and it affected their project deliverables.
Until she started to work intentionally on it, it was holding her brilliance back.

Ability to listen, speak and write clearly in ways anyone can understand also falls under Communication.

So please learn to communicate well; listen well, speak well and write well.
Communication is not limited to your team, it also involves external stakeholders, including your customers.

This is pivotal to your success in this Product Manager career.

COLLABORATION

When I started out in product management, I was a shy person, I didn't know how to connect and build quality relationships with my colleagues; this eventually affected my ability to collaborate with my team.

I didn't know how to agree or disagree correctly. I always prejudge team members even before they explain themselves; I also didn't know how to work with diverse kinds of person's, especially people who seem to be overly extroverted - I always feel they are too loud, so I try to avoid them or don't agree with them, and this affected my collaboration with them.

Ultimately, we had lots of misunderstandings that affected projects..

I have worked on improving my collaboration skills and this has taken my career to the next level in the last few years.

Your ability to connect and collaborate is not just important, it is a necessity if you want to grow your career.

BE CUSTOMER OBSESSED

There is no product without a customer - customers are the essence of a business.

As a product manager, you are the representative/ambassador of the customers in an organization; you are to stand in the gap to present the customer needs/problems to other stakeholders for the purpose of providing solutions to them.

Don't get lost in trying to build technology solutions that you forget the essence of the solution in the first place - the customers.

Be customer obsessed!

Deliver a valuable product to them, make sure they are satisfied with it and ensure it continues to meet their needs.

A satisfied customer will make the business happy; they will not only pay the business repeatedly, they will become the best product marketer for FREE.

YOUR BOSS IS KING

One thing I didn't learn quickly was that;

For me to shine, my boss has to shine first.

I thought I had a wicked boss because whenever I put effort into building something valuable for the company...

He kept saying otherwise.

The mistake I had always made was Not carrying him along in the process of building.

You don't want to make that mistake too.

Let your boss shine and you will shine.

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THE PRODUCT ISN'T FOR YOU

Never fall into the deadly trap of thinking the product is for you. The tendency to get carried away when building a product and start to put your personal emotions and biases is very high.
THE PRODUCT YOU ARE WORKING ON IS NOT FOR YOU!
It is for your customers.

I've seen Product Managers put effort into building wrong products that they love but have nothing to do with their customers.

You don't want to fall in this trap.

BE OPEN TO CONTINOUS LEARNING

Just because you have experience and have been working for some years doesn't mean you know it all - there are hundreds, if not thousands of things you have no knowledge about.

Moreover, the world is constantly evolving and so is the knowledge in it. You have to be open to continuous learning to continue to adapt to how the world is evolving - product management is not going to be the same in a few years, would you be able to evolve as things change?

I've seen people admit to being open to learning, but in the real sense, only few admit they do not know it all.

Yes you can be confident in your work but be humble enough to learn.

TEAM SUCCESS

In Product Management, team success is more important than individual success

This doesn't mean you won't be successful, it just means you need to work with cross functional teams and build quality relationships with them. Without every single team member playing their part on the team, the product would have some issues.

Like they say...

"as a Product Manager you're being paid to think"

You can't do the thinking alone and that's why...

Teamwork is very important!

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THE RIGHT MINDSET

To have all the 7 keys I mentioned work for you...

You need to have a positive mindset

Positive mindset in the sense that, how do you look at things?

As much as you want to be positive, you should also be objective

Be objective enough to NOT be overly emotional to a product you're building

Be data driven and data informed with what you are building so it can be successful

Also, as a PM, you must have the mindset of an Entrepreneur

Entrepreneur in the sense that no matter what challenge you face in your career, giving up is not an option for you.

90% of the successful product managers you see outside are there because they have the right mindset.

I know you would have picked key lessons from this guide.

If you are new to product management, curious about it OR currently considering starting a career as a Product Manager, then you can speak with a dedicated Tech career advisor here -
 https://bit.ly/EnoverlabCareerAdvisor

Product management is about solving problems and delivering value with technology while helping organizations drive business growth.

It is an impactful career path that will drive your creativity and give you control the more you continue to grow in it.

I wish you all the best.

Cheers to your growth!