# SkillWise Learning Roadmap

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## Thomas Shelby's Product Management Roadmap: The Businessman's Path

**Goal:** Transition from Business Development Executive to Product Manager, lev

**Analysis:** Thomas possesses strong business development, strategic planning,

**Roadmap:**

**Phase 1: Foundational Product Management Knowledge (4-6 weeks)**

- **1. Understand the Product Management Role:** Research different PM roles (e.g., SaaS, Finte
- **2. Master the Product Development Lifecycle (PDLC):** Learn the different stages (ideation, ma
- **3. Learn Agile Methodologies:** Understand Scrum, Kanban, and other frameworks. *Course: U
- **4. Develop User Research Skills:** Learn about user interviews, surveys, usability testing, and
- **5. Product Strategy Fundamentals:** Understand market analysis, competitive analysis, produc

**Phase 2: Deepening Product Skills and Building a Portfolio (8-12 weeks)**

- **6. Advanced Product Strategy:** Learn about product-market fit, go-to-market strategies, prici
- **7. Data Analysis for Product Management:** Learn to use data to track product performance, id
- **8. Develop a Product Portfolio:** Choose a personal project (app idea, website improvement, e
- **9. Build your Network:** Attend industry events (online and offline), join relevant online commu
- **10. Refine Resume & LinkedIn Profile:** Update your resume and LinkedIn profile to highlight yo

**Phase 3: Job Search and Interview Preparation (4-6 weeks)\*\***

- \*\*11. Target Companies & Roles:\*\* Identify companies and roles that align with your career aspir
- \*\*12. Practice the STAR Method:\*\* Practice answering behavioral interview questions using the S
- \*\*13. Product Case Studies:\*\* Practice case studies focusing on product strategy, user research,
- \*\*14. Mock Interviews:\*\* Conduct mock interviews with friends, mentors, or career coaches. - \*In
- \*\*15. Negotiate Your Offer:\*\* Learn to effectively negotiate salary and benefits. - \*Career Advice\*

**Resources Summary:\*\***

- \*\*Coursera:\*\* Offers structured courses on various product management topics.
- \*\*Udemy:\*\* Provides a wide range of courses, including Agile and Scrum.
- \*\*YouTube (NN/g):\*\* Offers valuable insights into user experience and research.
- \*\*Product School:\*\* Offers comprehensive product management courses and certifications.
- \*\*General Assembly:\*\* Provides immersive product management bootcamps.
- \*\*Books:\*\*  Reading relevant books expands knowledge and provides practical insights.

This roadmap is a guideline.  Adjust the timeline based on your learning pace and available resources