**W6-Individual:**

**Product Management Careers at Leading Companies**

Instructions/Template

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Background:

In Seattle we hosted a Panel of Product Managers from three respectable companies to talk about product management careers in tech industry:

* Ian Corbin, Sr. PM, Outreach.io :  <https://www.linkedin.com/in/iancorbin/>
* Dalene Charley, Director, PM, Getty Images: <https://www.linkedin.com/in/dalenefeucht/>
* Caroline Shaw, Principle PM, SAP Concur: <https://www.linkedin.com/in/shawcarolyn/>

We have covered how you get hired, how you get promoted, what is your life is going to look like, etc. Recording: <https://bluejeans.com/s/1gVZO/>

Your task: Watch the video, take notes and write top 10 key things you learned from the panelists.

**10 Key Things I learned:**

1. The PM job title can be attained with good work regardless of your initial background you can become PM once you join the respective field and has a passion for the same. Companies generally hire people that have work as PM before or if the person is related to the team that is developing a product.
2. Prioritizing is key in product management: - a product manager should be able to prioritize which part of a product to be delivered how much manpower can be spared on an important task, the prioritization should also be done btw your personal and work life like how much personal time you give to the product.
3. One of the most important qualities a new pm should have is curiosity, that is the ability to acknowledge they will never be able to learn everything. So they should have the drive to learn new things, Like Asking about a product they love and how can they improve it they should have a Lifelong goal of learning as technology is rapidly advancing.
4. Product manager should be able to manage other people as developer only things about itself whereas product manager has to manage other people as well in other words products manager has to convince other people what to do.
5. Product manager defines the vison on what to do and if vision looks impractical it's PM job to convince people that it can be made practical or update the product to make it practical.
6. Product manager should be able to connect to the customers, the product manager must understand what customer wants what are his needs to analyze feedback, etc.
7. Product manager loves to fall in love with the problem rather than loving with the solution this gives a constant urge to innovate. And gives them a problem-solving approach.
8. Product manager should not hide the problem in his products rather he should be open about it and work on handling it like the team can release partial product or team can patch it in a future update or they will be able to correct it before final release etc.
9. Presentation is really important in pm job to improve it there are several ways such as record yourself giving a presentation, make points, not putting a lot of details on slides and do not read from them and try to make eye contact and make sure people can understand your story.
10. Synthesis is one of the most important things for PM should be able to synthesis all the stuff that he is getting in input and made it into and output. The process of synthesis is also useful in the presentation where PM can synthesis all points he is going to present.