

Exercise 3: Product Manager Skills and Competency Checklist

Objectives:

- Review the Car Cam Scenario
- Identify the skills required and provide justification for your assessment

Product Manager Skills, Competencies, Techniques, or Required Areas of Expertise	Definition	Skills Required	Justification if Yes
Abstract Thinking	The ability to look beyond the immediate problem or issue and envision a more wholistic view	Yes	Required to envision a broader purpose of the Car Cam beyond just recording — e.g., as a safety, legal, or fleet optimization tool. This ability helps craft a differentiated product narrative.
Analysis Skills	A general management skill. Analyze and use reliable data to make educated and focused product decisions		
Analytical Skills	Know how to use the data you can access to address issues and develop solutions that ultimately lead to a successful product launch		
Analytical Thinking	Allows a Product Manager to create a sense of order, stay organized, communicate effectively across cross-functional teams, and make logical and rational decisions	Yes	Necessary to synthesize customer feedback, usage patterns, and technical data into clear product insights and decisions.
Attention to Detail	An organizational skill. Be able to understand specific activities that must be accomplished and organize the product team in a manner where they do things right		
Brain Writing	A technique where participants are given an opportunity to think about questions that will be asked prior to the brainstorming session. These ideas are documented on paper, sticky notes, or even electronically to be shared or discussed		
Brainstorming	Allows a group to share ideas and opinions in a manner that enables the generation of multiple new ideas and thoughts about a subject in a short time		
Business Acumen	The ability to understand and manage various business situations		
Business Skills	A general management skill. Ensure value and Return on Investment (ROI) are achieved. Manage cash flow and calculate financial metrics		
Collaboration	A process through which a group of people constructively explore their ideas to search for a solution that extends one's own limited vision	Yes	Required to work across engineering, marketing, legal, and support — ensuring the Car Cam meets technical, legal, and customer success goals.
Communications Skills	A general management skill. Regularly share ideas and convey objectives and priorities in an easy-to-understand manner		
Core Benefit Identification	One of Kotler's Five Levels of a Product. Products and services that have the features or functionality to satisfy a customer's basic wants and needs	Yes	Clarifies how the Car Cam meets fundamental customer needs: safety, accountability, evidence collection.
Customer Empathy Identification	The ability to put yourself in the “customer’s shoes.” Understand the customers’ needs and wants	Yes	Critical for understanding the real-world pain points of drivers, delivery personnel, or parents — to design features that resonate emotionally and practically.
Decision-Making	Ability to come to a decision quickly and begin to take action on that decision immediately. Avoid analysis paralysis	Yes	Important for rapidly making trade-offs (e.g., local vs cloud storage, wide-angle lens vs night vision) and aligning team efforts around chosen priorities.
Delegation	An organizational skill. Identify all required activities, determine who is best suited to accomplish each activity, assign realistic and clear roles and responsibilities, and control and monitor results		
Delphi Technique	A facilitation method where ideas and information can be gained from a panel of experts using surveys or alternative methods. In many cases, anonymity of inputs is maintained.		
Differentiation Analysis	Strategy to deal with Porter's Five Forces. Share how your product differs from other products. Highlight functionality or features you offer that the competition can't match		

Elevator Pitch Development	A standard six-sigma tool used to tell a product story in an accurate, brief, and concise manner. Often used to develop a Product Vision		
Engineering Awareness	Help develop technical solutions to enhance product effectiveness and functionality		
Facilitation	Enables people to get together to achieve a common goal and directs their focus and attention in ways that serve the group itself	Yes	Facilitating user feedback sessions or cross-functional sprint planning meetings to align teams around shared goals.
Focus identification	Strategy to deal with Porter's Five Forces. Try to find a niche. Look for features and functionality that no competitor can provide		
Ideation	The generation of new ideas		
Influencing	Simply defined as motivating people to do what you need them to do.		
Innovation	The execution of a new or improved product, process, marketing method, or organizational method in business practices, workplace organization, or external relations	Yes	The product's success hinges on bringing something new or better to a commoditized dash cam market — e.g., AI-powered crash detection, smart analytics.
Market Segmentation Expertise	A marketing strategy that divides consumers into groups based on their needs, interests, behavior or demographics	Yes	Enables targeted messaging for different audiences — families, Uber drivers, logistics companies, or insurance partners.
Marketing Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation to achieve effective product design, packaging, promotion, and pricing	Yes	Helps shape promotional strategies that highlight the Car Cam's unique selling points through packaging, social media, and influencer reviews.
Marketing Skills	A general management skill. Promote and deliver products and services in the most efficient and successful ways possible		
Messaging	The way you communicate the value of your product to customers	Yes	Needed to communicate how this Car Cam is not just a device but a peace-of-mind solution. Sharp messaging differentiates it from basic dash cams.
Multi-Tasking Ability	An organizational skill. Be aware of the "Two Hat Syndrome." Break out your activities, try to focus on the most critical product management related tasks, and delegate when you can.		
Nominal Group Technique	Ideas are discussed and annotated. Each participant then is asked to rank each idea to aid in prioritization		
Organizational Innovation Experience	One of four innovation types defined in the Oslo Manual. Planning and executing new methods to develop or improve an organization's business practices, workplace organization, and external relations		
Primary Research Ability	Going to actual or potential customers in order to gain first-hand data or information. Primary research allows you to target your actual questions to the desired segment		
Prioritization Skills	A general management skill. Ensure that all team members are contributing to the most important tasks and using their time appropriately		
Problem Solving	Allows a Product Manager to identify a problem, potential causes, identify root causes, and develop practical solutions	Yes	Necessary to resolve roadblocks like supplier delays, camera overheating issues, or legal approval for video data handling.
Process Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation to accomplish common goals that include faster delivery, less waste, and optimizing use of resources		
Product Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation essential when introducing a product or service with features and functionality that are new or improved		
Product Management Expertise	The process of conceiving, planning, developing, testing, launching, delivering, and withdrawing products	Yes	The entire lifecycle from ideation to GTM (go-to-market) depends on foundational PM skills — requirements gathering, MVP scoping, release management.
Product Roadmap Development	A high-level visual summary that maps out the vision, direction, priorities, and progress of a product over time.	Yes	Essential for laying out a phased development strategy (e.g., MVP with video storage, followed by real-time alerts or insurance integrations).

Radical Innovation Planning	Radical innovation proposes large changes to the existing product landscape. It aims to plan and implement large improvements by redefining the product		
Research Skills	A general management skill. Ensure all decisions are based on sound data and logic. Use <u>Primary and secondary research techniques effectively</u>		
Retrospective Facilitation	Inspect work that was completed, recommend changes, and adapt processes and behavior in ways to improve performance in the next Sprint		
Search Engine Optimization (SEO) Leadership	The art of making your website more visible and relevant to people who search online for products or services related to your business		
Secondary Research Ability	A method of collecting information that relies on indirect methods such as published reports, public or commercial databases, websites, agencies, surveys, etc.		
Self-Motivation	An organizational skill. Set singular goals that add the most value and accomplish them one at a time. Mentally reward yourself when things go well and remain optimistic in light of challenges		
SMART Goal Development	Goals that are specific, measurable, achievable, relevant, and time-bound		
Storytelling	Helps the Product Manager create a compelling vision for their products by putting them in a larger context	Yes	Vital for creating a compelling elevator pitch or brand narrative that emotionally connects the user with the product's purpose.
Strategic Thinking	A general management skill. Understand the market and decide how to launch a new product effectively	Yes	Enables the PM to anticipate competitive threats (e. g., from dash cams or insurance companies), align with market trends, and position the Car Cam effectively.
Strategy	Envisioning a desired outcome, charting an efficient course to achieve this objective, and aligning to that course as long as it makes sense to do so		
SWOT Analysis	An analysis tool that stands for strengths, weaknesses, opportunities, and threats. This is an appropriate tool to help guide business development objectives		
Technical Expertise	A general management skill. Ensure the product meets end-user expectations regarding its function, design and user experience		
Time Management	An organizational skill. Work within tight deadlines set by management and customers alike. They must be able to establish realistic schedules and manage the team to achieve all key milestones and deliverable requirements	Yes	Ensures features are delivered in sprints and marketing assets are ready ahead of PR timelines. Also critical for managing launch schedules.
Working Under Pressure	An organizational skill. Breakdown large projects into smaller and more understandable steps. Stay organized and focus on the most important tasks. Don't get lost in the details. Do not procrastinate and avoid dysfunctional conflict as much as possible		