

PM Career Lab Quick Reference
PDL @ Columbia

>> Grab an editable copy to make it your own: bit.ly/4gGc85j

For every question

- Structure, waypoint, summarize
- Take the lead, think aloud, collaborate
- Co-manage time
- Keep going
- Use frameworks as inspiration not rule

Behavioral

NSAR

- Nugget
- Situation
- Action
- Result

CASAS - if in doubt, a distilled, general framework

- Clarify
- Approach / user needs
- Solution
- Alternatives
- Success / summary

Product Design

CIRCLES

- Comprehend situation
- Identify customer + personas
- Report customer needs
- Cut through prioritization
- List solutions [ALL users/needs 'til this step]
- Evaluate tradeoffs
- Summarize recommendation

Innovation ideas

- Partnership
- Recommendations
- Subscriptions
- New tech

Product Strategy

Consumer decisionmaking

- AIDA: attention / interest / desire / action
- REAN: reach / engage / activate / nurture

Marketing

- 4P's: product / price / promotion / place

Market entry

- SWOT: strengths, weaknesses, opportunities, threats
- 5C's: company / competitors / customers / collaborators / climate
- Porter's 5 Forces: rivalry / buyer power / supplier power / threat of substitutes / threat of new entrants

Analytical Estimation

- Clarify the question
- Inputs
- Equation
- Alternatives
- Answer
- Sanity check

Common benchmarks

- US population: ~300M
- US households: ~130M, ~40% w/ kids <18
- Global population: ~8B
- Internet population: 5.5B (~70%)
- ~1500 mins / day
- ~2.5M secs / month

Analytical Debugging

First, always dig into the circumstances

AARRR

- Acquisition
- Activation
- Retention
- Revenue
- Referrals

Technical Algos

Technical Systems Design

- Requirements
- Data structures
- System architecture