enoverlab

THE NEW
TECH
PLAYBOOK
ALL PROFESSIONALS MUST READ

IF YOU WANT TO TRANSITION INTO TECH WITHOUT CODING

Dear Reader,

At the end of this Ebook, you would learn about a Tech skill that does not involve coding or programming, and doesn't require technical knowledge or computer science background.

You would also be exposed to why top tech companies are hiring many people with this skill.

But before we get into that, let me ask you this,

- Are you tired of your current Job?

- Do you Experience slow career growth and advancement?

- Have you been working in an Organization for years without much fulfillment?

- Does what you do give you enough flexibility to live life a bit on your terms?

- Do you want to work in a career that allows you to make an impact in people's lives?

- Are you looking for career opportunities that will take you to the Next level financially?

- Are you Interested in Tech and have been looking for ways to start a career in tech?

If your answer is YES to any of these questions,

Then this Tech Playbook is specially created for YOU!

And if everything I listed above doesn't sound like anything close to what you want

Then do NOT read this as you might just end up wasting your time.

Time is money-Remember.

Now come with me if your answer is YES!

It's no news that we are Now in a Technology driven world where almost everything we do today involves technology.

Many people have been hearing about Tech, but **ONLY few** have built a successful career with it.

There are many Tech skills you can learn today, start to build a career in, that will help you achieve your goals.

But for the sake of this Playbook, we would focus only on **Just One Tech skill** that will give you the following:

- Exposure to a relevant career path

- Good work flexibility

- Opportunity to work anywhere in the world

- Continuous career advancement

- Financial growth

- Opportunity to make impact

- No gender discrimination and more…

And like I said earlier,

You can achieve all of these goals with this tech skill without coding.

Not everyone in tech knows how to code, yet, they are doing well.

Growing up, I've always been fascinated by Technology, but I thought I had to come from a technical background or maybe learn how to code before I could start a Tech career.

But that was a lie! (and it is still a lie)

You can transition Into Tech, even if you're coming from a Non-technical background

You can transition Into Tech, even if you don't know how to code.

You can transition Into Tech, even if you're just a normal working class person in Nigeria.

You see,

Many people have heard about Tech opportunities, but only few truly understand it.

Most people who want to work in tech but don't understand it are limiting themselves because they lack the right Information.

And again, as I've said,

For the sake of this **Playbook,** we'd just pick 1 Tech skill.

The reason why I'm picking just this one Tech skill is because it is REMARKABLE.

It is a skill that has worked for me, and it is still working for me.

It is a skill that has worked for a few thousand other people as well

Personally, I have directly helped more than a hundred Professionals like you to transition Into this Tech Skill and it has opened many doors for them.

I have some of these people now working for companies in the US, UK, Canada, Germany, Qatar, Hong Kong, and ofcourse, Nigeria.

Now you might be wondering,

What is this Tech Skill you're talking about?

PRODUCT MANAGEMENT (PM)

Yes this remarkable Tech skill is called Product Management.

You might have heard of it or maybe you're Not even aware of it

But today,

I'd tell you things you need to know about Product Management and why it's one of the best Tech skills to dive into in 2023.

But before I do that,

What is Product Management?

Product Management is the process of conceiving, planning, developing, testing, launching and delivering a product to the Market.

For better understanding,

It is the end-to-end process of building and managing a product.

Do you get the gist?

Good.

Now, a Product in Tech can be an app, a website, a software as a service (SAAS), a wearable device like our smart watch, a website feature etc...

Who is a Product Manager?

A Product Manager is simply the person who leads the development and delivery of Products.

As a Product Manager, your goal is to make sure the product meets the user/customer's needs and achieve the business objectives of the company or organization.

Why should you transition Into Product Management today?

Now pay very close attention here...

Here are 7 reasons why this Product Management Skill is the best for you.

1) Many International and local companies are increasingly shifting their focus to creating digital products

Which is why there is an increase in demand for product managers;

They need product managers to help them create Products that will deliver value to their users/customers

As of writing this book, there are over 200,000 open Product Manager roles on LinkedIn.

2) Product management is an influential career path where you are involved in building solutions to people's problems and helping organizations increase their business value.

The product manager role is an integral role in any technology driven company as it can determine the success or failure of the company.

This means if there is no Product Manager, a company can run down.

3) As a Product Manager, you have the opportunity to work remotely or relocate and work for companies abroad that are eager to do everything you need to work with them.

In addition, you also have great work flexibility - many companies give their product managers opportunities to work in different interesting ways that are not like the usual 9 - 5 pattern.

I remember days where all I had to do was wake up very early everyday in the cold land of Lagos just to get to work early.

I did that 6 days a week everyday for 3 years of my life.

Omoooooo, I have seen "shege" on the streets of Lagos.

I didn't have time for myself, there was no care for my mental well-being and I was stuck in the Job.

Truth be told,

Product Management gave me the Freedom I needed.

And I would tell the world about it.

Okay that's enough, let's move...

4) Product Management will open you to continuous career growth and advancement.

Product management is not a career you would work in for years without any growth.

This is because the level of impact the role has in an organization is vivid - it can be never hidden.

So Product Managers have leverage that allows for continuous career growth.

5) Product Management is for you if you're serious about having a fulfilling and rewarding career

6) It is for you if you're fascinated by Tech and you love building things

7) It is for you if you want to be more financially stable

(You must have heard that Tech is the New oil money)

Now that you know why you should transition Into Product Management today...

It would only make sense for me to tell you the soft skills you need to grow your Product Management career successfully

I'd show you just 3 top soft skills you MUST have in this career.

Now this doesn't mean these soft skills are limited to just 3.

There are more soft skills you must possess, but I will further discuss it with you in your Email inbox.

That means, you should pay more attention to your Emails after reading this book
(if you want to stay updated)

Here are 3 top soft skills you MUST have to grow your career as a PM successfully

1) **Communication skill:** In this career, because you would typically be working with different people and cross functional teams, you must learn to Communicate clearly; both in writing and in speaking.

You want to be able to communicate your ideas clearly for anyone to understand.

There is a saying in Product Management, that if a 8 year old can't understand what you are saying then you are not communicating clearly.

2) **Listening skills:** If you don't patiently listen to people before, you must now learn how to, if you want to do well in Product Management.

This is because you must be able to listen to your users, and their feedback.

You must listen to your team, your stakeholders, the market and the entire industry.

Listening keeps you aware of anything and everything that can affect your product and also find ways to improve your product.

3) Collaboration skills: This affected me in the early days of my career as I did Not know how to work with teams.

I realized I must learn to collaborate and share my ideas with other cross-functional teams like the Engineering team who will interpret my idea, the designer who will create the right user experience, Marketers etc...

So team success is very important in this career because building a product involves different cross-functional teams.

That being said,

You can learn these soft skills just like I did as a beginner.

And don't forget that they are still other soft skills you MUST have

And as promised, I'd break them down for you in your Inbox.

Lastly, let me say this again...

My name is **Olabanji Ewenla** and I'm the co-founder of Enoverlab.

Enoverlab is a training institute created for all things Product Management.

And asides for the fact that I have help over hundreds of Professionals transition Into Product Management,

I also work remotely as a Lead Product Manager for a company in Texas, US.

And yes, I can help you transition Into Product Management successfully.

So if you're looking to transition into a tech career path, looking for a work that gives you more flexibility, or looking for a work that gives you more opportunities.

Then Product Management is the Tech skill for you!

If you want to know more or stay updated about this career path,

Make sure to check your Emails every day for more Information that is specially written just for you.

A team member of Enoverlab will be there to educate you on everything you need to know about PM. Her name is Blessing.

Just in case you miss any of the emails,

You can always search for **"Blessing from Enoverlab."**

That being said,

You can reach out to us via this **number 09063124595** on WhatsApp if you can't wait to just start your Product Management career immediately.

If you have further questions or need more clarifications, do send an email to **info@enoverlab.com** or simply call **09063124595**.

I hope you were able to learn one or two from this Playbook.?

If yes, kindly share it with a friend or anyone that needs to hear this Information.

Cheers!