Balancing the strategic and tactical

Self-assessment

Put an "X" where you are at with each of the elements to the right.

If you are not yet a product manager, think about products your team has worked on in the past (or save this list for your first product job!)

Customers		
	It's rare that I talk directly to real customers	l do ten or more in-depth customer interviews per quarter
Markets	I haven't researched	I know my market segments,
	my markets	including key trends & market size
Competition	I haven't done much research	I know the strangths weaknesses and
1	on our direct competitors	I know the strengths, weaknesses, and strategic direction of our competitors
Product strategy	•	
	I haven't done work on a product strategy	We've created a product strategy and have reviewed it with our team and executives
Product discovery	Ma man't tection in an ingeliate	Market and a state of the state
	We aren't testing new product concepts with customers	We regularly test new concepts with customers, and revise them based on feedback
New product	My work with the engineering team	I actively work with the engineering team
development	is all-encompassing. I have little	to steer new product development, but can
Pricing	time for anything else	balance this with my other work
Filchig	I am responsible for product	I periodically do thorough pricing
Calaa Quuna durat arrivanant	pricing, but just do the basics	analysis and recommendations
Sales & product support	I spend almost all my time helping sales	Our sales & support teams are trained and
Growth	or working on product support issues	prepared. I back them up as needed
Growth	I haven't done much work to	I have done growth analysis and
	find growth for my products	recommendations, and have taken action

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If you are mostly on the right, good job!

You are likely having a large and positive impacas a product manager.

Customers	4	
	It's rare that I talk directly to real customers	I do ten or more in-death customer i Iterviews per quarter
Market size & trends	I haven't researched	I knov my market segments,
	my markets	including key trends & market size
Competition	I haven't done much research	Line with a country were well was a superior
	on our direct competitors	I know the strengths, weaknesses, and strategic a rection of our competitors
Product strategy	I haven't done work on a	Makes around a product stands are and lower
	product strategy	We've created a product strategy and have reviewed it with our team and executives
Product discovery	We aren't testing new productions	We regularly test new concepts with customers, and revise them based on feedback
New product	wy work with the engineering team	I actively work with the engineering team
	is all-encompassing. I have little time for anything else	to steer new product development, but can balar ce this with my other work
Pricing		
	I am responsible for product pricing, but just do the basics	I period ically do thorough pricing analysis and recommendations
Sales & product support	I spend almost all my time helping sales	Our sales & suppor teams are trained an
	or working on product support issues	prepared. I back them up as need to
Growth	I haven't done much work to	I have done growth analysi and
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If you are mostly on the left, that's OK.

However, you'll have more impact as a product manager if you lean toward the right.

You have lots of upside potential! (This course will help.)

Custo	mer
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Market size & trends

Competitio

strate y

Product discovery

New product development

Pricin

Sales & product support

Growth

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I do ten or more in-depth customer interviews per quarter	It's rare that I talk directly to real customer.
I know my market segments, including key trends & market size	I haven't researched my markets
I know the strengths, weaknesses, and strategic direction of our competitors	I haven't done much research on our direct competitors
We've created a product strategy and have reviewed it with our team and executives	I haven't done work of a product strategy
We regularly test new concepts with customers, and revise them based on feedback	We aren't testing new product concepts with customers
I actively work with the engineering team to steer new product development, but car balance this with my other work	My work with the engineering team is all-encompassing. I have little time for anything else
I periodically do thorough pricing analysis and recommendations	I am responsible for product pricing, but just do he basics
Our sales & support teams are trained and prepared. I back them up as needed	I spend almost all my time helping sales or working on product support issues
I have done growth analysis and recommendations, and have taken action	I haven't done much work to find growth for my products