

# 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!)

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

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If you are mostly on the right, good job!

You are likely having a large and positive impact as a product manager.

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## Self-assessment

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.)

