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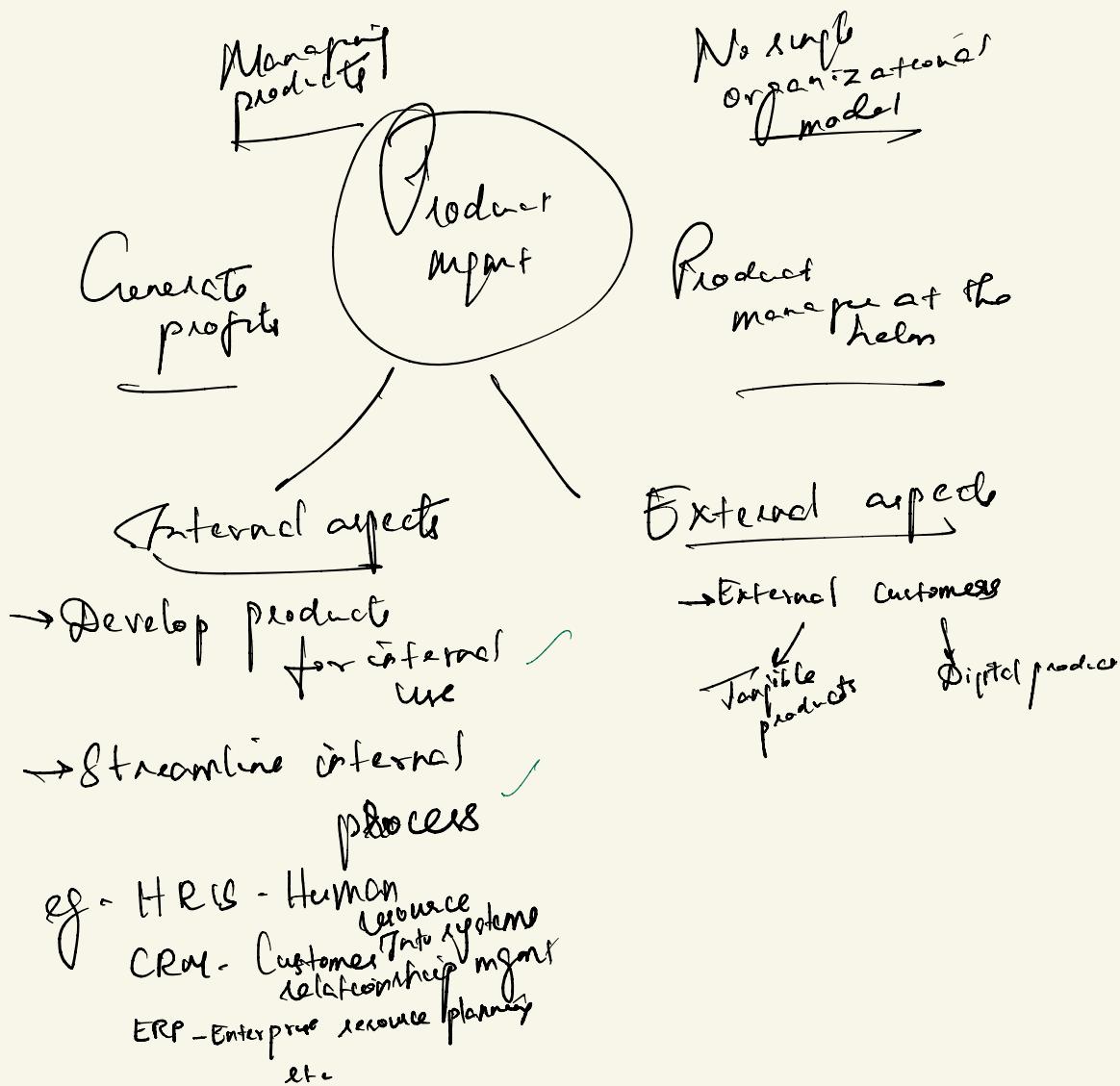
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# Product Management

## Module 1 : Role of the Product Manager

### Define Product Management



## Prod Mgmt Structure

- Depends on → size
- Industry
- Culture
- Specific needs
- Company and reporting structure Variable

## Functions

### Upstream

- Roadmap
- Strategic planning
- Portfolio
- Alignment with vision

### Downstream

- Product life cycles
- Marketing & Sales

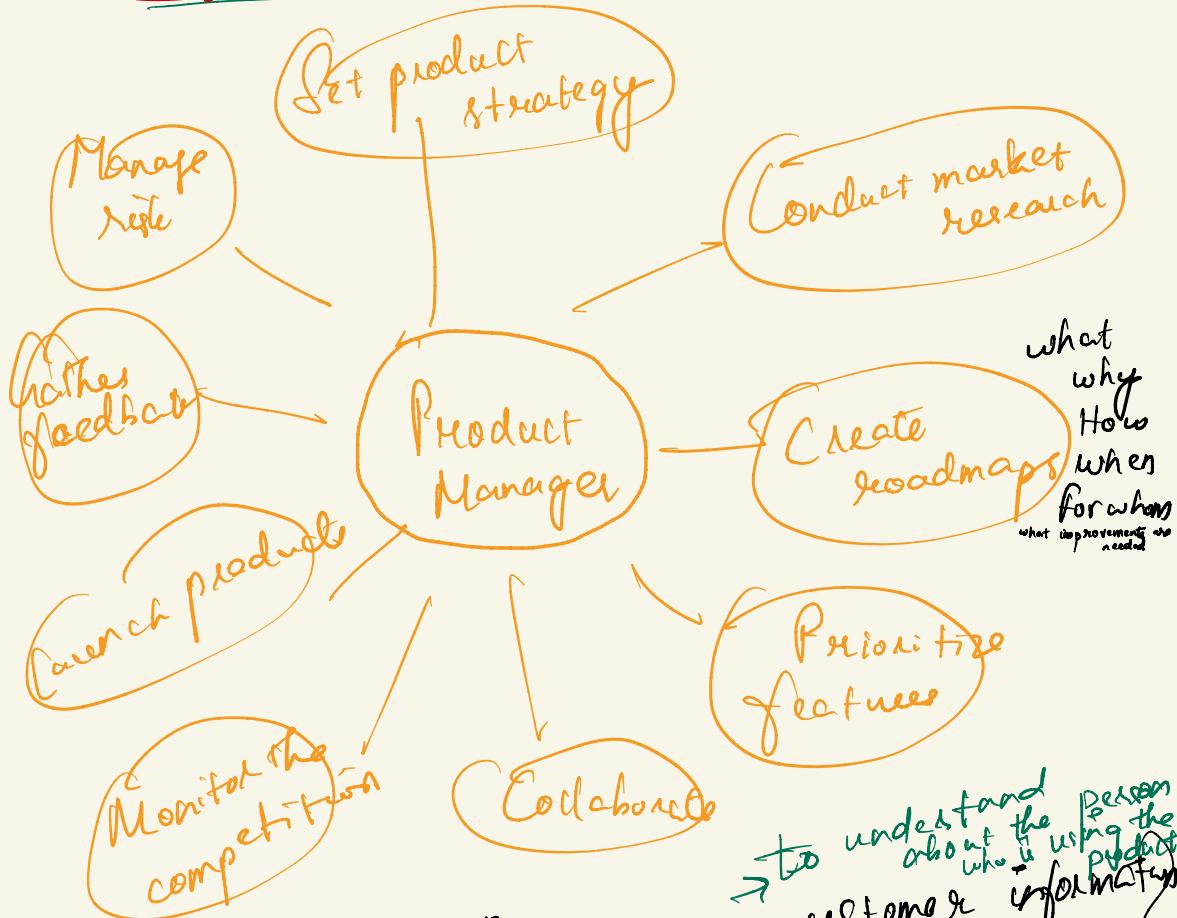
## Product mgmt

Focus on Strategy & product

## Project Mgmt

Focus on Execution & implementation

## Role of Product manager



→ Should create Personas

→ to understand about the person who is using the product

→ Data collection is required

→ from surveys, focus group, interviews and other sources to create personas

# Product Manager's Business Acumen

Business acumen → Understanding & managing business situations to yield five outcome

## Characteristics

Analytical	Financial	Marketing	Strategy	Leadership	Communication
<ul style="list-style-type: none"> <li>→ Data driven decisions</li> <li>→ Tools           <ul style="list-style-type: none"> <li>• Spreadsheets</li> <li>• Business Intelligence</li> <li>• Programming knowledge</li> </ul> </li> <li>→ Insights</li> <li>→ User/product integration</li> </ul>	<ul style="list-style-type: none"> <li>→ Know about</li> <li>→ Cash Flow</li> <li>→ Profit</li> <li>→ ROI - Return on Investment</li> <li>→ IRR - Internal rate of return</li> <li>→ Net Present Value</li> <li>→ Payback</li> </ul>	<ul style="list-style-type: none"> <li>→ Forecasts with sales</li> <li>→ Customer focused</li> <li>→ Effective research</li> <li>→ Delight customers</li> </ul>	<ul style="list-style-type: none"> <li>→ Alignment</li> <li>→ Problem solving</li> <li>→ Adaptability</li> <li>→ Realities</li> <li>↓</li> <li>→ Budget revision</li> <li>→ Resource allocation</li> <li>→ Logistics</li> <li>→ Regulations</li> <li>→ Unforeseen factors</li> </ul>	<ul style="list-style-type: none"> <li>→ Communicative</li> <li>→ Strategic</li> <li>→ Resilient</li> <li>→ Trustworthy</li> <li>→ Empowering</li> <li>→ Accountable</li> <li>→ Executive influence</li> <li>→ Evangelist</li> <li>→ Team education</li> </ul>	<ul style="list-style-type: none"> <li>→ Cross function organization</li> <li>→ Uses           <ul style="list-style-type: none"> <li>→ motivates</li> <li>→ Engage</li> </ul> </li> <li>→ Presenting</li> </ul>

