

## Module 1 Summary: Product Management Communication and Collaboration Fundamentals

Congratulations! You have completed this module. At this point in the course, you know:

- Collaboration tools include RACI, information radiators used in an agile environment, naming convention tips, and Search Engine Optimization (SEO).
- You can use a goal-setting checklist to evaluate the merit and value of your goals.
- You can use a standard elevator pitch to introduce a product in a brief and concise manner. This six-part pitch is a best practice adapted to product management from Six Sigma, and you can use it to develop a compelling Product Vision.
- Patrick Lencioni's 5 Dysfunctions of a Team model is a process to help you achieve the results you require. Overcoming a lack of trust is a critical first step that allows you to overcome fear of conflict, lack of commitment, avoidance of accountability, and inattention to results.
- Facilitation and brainstorming are two skills essential to the success of a Product Manager. You can use brainstorming, brain Writing, nominal group technique, stand-up meetings, and retrospectives as facilitation methods.
- You can use the six sources of influence model to improve your influencing skills without authority.
- You can use a step-by-step approach to solve problems.

## • Module 1 Glossary: Product Management Communication and Collaboration Fundamentals

- Welcome! This alphabetized glossary contains many of the terms you'll find within this course. This comprehensive glossary also includes additional industry-recognized terms not used in course videos. These terms are important for you to recognize when working in the industry, participating in user groups, and participating in other certificate programs.

Term	Definition	Video/Reading where the term is introduced
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## Module 1 Product Management Communication and Collaboration Fundamentals Manager

<b>5 Dysfunctions of a Team</b>	A model developed by Patrick Lencioni describes five dysfunctions that can impact a team's ability to achieve results. These are:	Video: The 5 Dysfunctions of a Team
<b>Achievable</b>	A goal attribute that provides a realistic estimate of goal achievement success based on business realities and resource constraints.	Video: Goal Setting
<b>Analytical Skills</b>	The ability to use available data to address issues and develop solutions, ultimately contributing to a successful product launch.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Brain Writing</b>	A technique where participants get the opportunity to consider questions before a brainstorming session asks them. Participants document these ideas on paper, sticky notes, or electronically for sharing and discussion.	Video: Facilitation and Brainstorming
<b>Brainstorming</b>	A group activity allows participants to share ideas and opinions in a manner that promotes the generation of multiple new ideas and thoughts about a subject in a short time.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Business Analysts</b>	Professionals who perform needs assessments to identify potential product opportunities to solve customer problems and create new business opportunities.	Video: Communication and Collaboration Essentials

<b>Collaboration</b>	A process in which a group of people constructively explores their ideas to search for a solution that goes beyond an individual's limited perspective.	Video: Communication and Collaboration Essentials
<b>Communication</b>	The process of exchanging ideas, thoughts, opinions, knowledge, and data aims to ensure that the message is clear and purposeful when sent, received, and understood.	Video: Communication and Collaboration Essentials
<b>Conceive</b>	In the initial phase of the Product Management Lifecycle, we identify new product concepts and review their viability and attractiveness.	Video: What is Product Management
<b>Customers</b>	Individuals or entities who provide feedback, insights, and impressions about a product's value and feasibility helping to shape its development.	Video: Communication and Collaboration Essentials
<b>Daily Scrum Meeting/ Daily Stand-Up Meeting</b>	A daily team meeting where members discuss their work from the previous day, their plans for the current day, and any impediments to progress.	Video: Facilitation and Brainstorming
<b>Decision Matrix</b>	A tool used to evaluate a series of inputs, objectively prioritizing a set of requirements or criteria to aid in decision-making.	Video: Problem-Solving and Decision-Making
<b>Decision-Making</b>	The ability to make decisions swiftly and take immediate action, avoiding overthinking or analysis paralysis.	Video: Key Product Manager Communication and Interpersonal Skills

<b>Deliver</b>	The sixth phase of the Product Management Lifecycle involves activities related to the product' s growth, maturity, and decline.	Video: What is Product Management
<b>Develop</b>	The third phase of the Product Management Lifecycle. We allocate resources to design, create, and test the product while agreeing on delivery plans.	Video: What is Product Management
<b>Development Teams</b>	Teams are responsible for building a new product to meet stakeholders' satisfaction.	Video: Communication and Collaboration Essentials
<b>Document Naming Conventions</b>	Rules and guidelines that assist the Product Manager in staying organized and enable stakeholders to identify the location and contents of necessary files quickly.	Video: Communication and Collaboration Essentials
<b>Downstream Product Management</b>	Models and practices related to actively managing existing products that are already in the market.	Project Scenario Team Overview
<b>Elevator Pitch</b>	A standard six-sigma tool used to deliver a concise and accurate product story, often employed in developing a Product Vision.	Video: The Elevator Pitch
<b>Engineering</b>	The process of developing technical solutions to enhance a product' s effectiveness and functionality.	Video: Communication and Collaboration Essentials
<b>Facilitation</b>	The process of guiding and enabling people to work together to achieve a common goal, directing their focus and	Video: Key Product Manager

	attention in ways that benefit the group as a whole.	Communication and Interpersonal Skills
<b>Influencing</b>	The act of motivating people to perform specific actions or tasks.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Information Radiators</b>	Visual displays for presenting essential project information, ensuring all team members stay informed and aligned.	Video: Communication and Collaboration Essentials
<b>Launch</b>	The fifth phase of the Product Management Lifecycle involves taking the product to market and executing pre-launch and post-launch activities.	Video: What is Product Management
<b>Measurable</b>	A goal attribute that demonstrates how to achieve a goal using objective measurements.	Video: Goal Setting
<b>Messaging</b>	The manner in which you communicate the value of your product to customers.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Nominal Group Technique</b>	A technique where participants discuss, annotate and rank ideas to aid in prioritization.	Video: Facilitation and Brainstorming
<b>Plan</b>	The second phase of the Product Management Lifecycle involves planning marketing strategies and building a business case.	Video: What is Product Management

<b>Portfolio Managers</b>	Individuals who collaborate with Product Managers to ensure new product ideas align with the organization' s mission, vision, and strategic goals.	Video: Communication and Collaboration Essentials
<b>Problem-Solving</b>	A process that allows Product Managers to identify problems, potential causes, and root causes and develop practical solutions.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Product Lifecycle</b>	The management of a product through growth, maturity, and decline stages.	Video: What is Product Management
<b>Product Management</b>	The complete process of conceiving, planning, developing, testing, launching, delivering, and withdrawing products.	Video: What is Product Management
<b>Product Owners</b>	Individuals responsible for developing user stories and the product backlog, particularly for products developed using Agile or Scrum methods.	Video: Communication and Collaboration Essentials
<b>Product Vision</b>	A defined, aspirational future state that a Product Manager envisions for the product, supporting the business' s overarching goals.	Video: Communication and Collaboration Essentials
<b>Program and Project Managers</b>	Professionals focused on executing interrelated projects and achieving a return on investment (ROI).	Video: Communication and Collaboration Essentials
<b>Project Sponsors</b>	Individuals who provide the authority and necessary funding to develop a new product.	Video: Communication and Collaboration Essentials
<b>Qualify</b>	The fourth phase of the Product Management Lifecycle preparing the	Video: What is Product Management

	product for launch, including market validation, launch preparation, and readiness assessment.	
<b>RACI</b>	An acronym standing for Responsible, Accountable, Consult, and Inform is used to define roles, responsibilities, and stakeholder commitments.	Video: Communication and Collaboration Essentials
<b>Relevant</b>	A goal attribute ensuring that the goal aligns with the business' s needs and stakeholders' interests.	Video: Goal Setting
<b>Retire</b>	The final phase of the Product Management Lifecycle involves the product' s retirement with minimal disruption to customers and operations.	Video: What is Product Management
<b>Retrospective</b>	A process that involves inspecting completed work, recommending changes, and adapting processes and behaviors to enhance future performance is typically used in Agile methodologies like Scrum.	Video: Facilitation and Brainstorming
<b>Scrum Masters</b>	Individuals responsible for coaching and facilitating development teams to ensure adherence to Scrum processes and effectiveness.	Video: Communication and Collaboration Essentials
<b>Search Engine Optimization (SEO)</b>	The practice of improving visibility and relevance in online searches related to the business' s products or services.	Video: Communication and Collaboration Essentials
<b>Six Sources of Influence Model</b>	A model developed by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler focusing on	Video: Influencing Without Authority

	influencing drivers of motivation and ability.	
<b>SMART Goals</b>	It is the acronym for Specific, Measurable, Achievable, Relevant, and Time-bound goals.	Video: Goal Setting
<b>Specific</b>	A goal attribute that clearly states what needs to be achieved and by whom.	Video: Goal Setting
<b>Storytelling</b>	A technique used by Product Managers to create compelling product visions by placing them in a broader context.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Strategic Thinking</b>	The ability to understand the market and determine the optimal approach for launching a new product.	Video: Key Product Manager Communication and Interpersonal Skills
<b>Subject Matter Expert (SME)</b>	An individual with specialized knowledge in a specific area, practice, process, technical method, or piece of equipment.	Module 1 Introduction
<b>Time-Bound</b>	A goal attribute that indicates a goal can be reasonably achieved within specified timeframes.	Video: Goal Setting
<b>Two-Hat Syndrome</b>	A situation where a Product Manager has dual roles, managing product planning and supporting projects stemming from their work.	Video: Influencing Without Authority
<b>Upstream Product Management</b>	Models and practices related to portfolio management, developing product strategy, and new product development.	Video: What is Product Management



<b>User Experience (UX)</b>	The practice of providing product designs that drive project success by enhancing the user experience.	Video: Communication and Collaboration Essentials
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