

### Skill Assessment for Hands-On Lab: Product Manager Skills and Competency Checklist

Product Manager Skills, Competencies, Techniques, or Required Areas of Expertise	Definition	Went Well	Can Be Improved	Justification
Abstract Thinking	The ability to look beyond the immediate problem or issue and envision a more wholistic view.			
Analysis Skills	A general management skill. Analyze and use reliable data to make educated and focused product decisions.			
Analytical Skills	Know how to use the data you can access to address issues and develop solutions that ultimately lead to a successful product launch.			
Analytical Thinking	Allows a Product Manager to create a sense of order, stay organized, communicate effectively across cross-functional teams, and make logical and rational decisions.			
Attention to Detail	An organizational skill. Be able to understand specific activities that must be accomplished and organize the product team in a manner where they do things right.			
Brain Writing	A technique where participants are given an opportunity to think about questions that will be asked prior to the brainstorming session. These ideas are documented on paper, sticky notes, or even electronically to be shared or discussed.			
Brainstorming	Allows a group to share ideas and opinions in a manner that enables the generation of multiple new ideas and thoughts about a subject in a short time.			
Business Acumen	The ability to understand and manage various business situations.			
Business Skills	A general management skill. Ensure value and Return on Investment (ROI) are achieved. Manage cash flow and calculate financial metrics.			
Collaboration	A process through which a group of people constructively explore their ideas to search for a solution that extends one's own limited vision.			
Communications Skills	A general management skill. Regularly share ideas and convey objectives and priorities in an easy-to-understand manner.			
Core Benefit Identification	One of Kotler's Five Levels of a Product. Products and services that have the features or functionality to satisfy a customer's basic wants and needs.			
Customer Empathy Identification	The ability to put yourself in the "customer's shoes." Understand the customers' needs and wants.			
Decision-Making	Ability to come to a decision quickly and begin to take action on that decision immediately. Avoid analysis paralysis.			
Delegation	An organizational skill. Identify all required activities, determine who is best suited to accomplish each activity, assign realistic and clear roles and responsibilities, and control and monitor results.			
Delphi Technique	A facilitation method where ideas and information can be gained from a panel of experts using surveys or alternative methods. In many cases, anonymity of inputs is maintained.			
Differentiation Analysis	Strategy to deal with Porter's Five Forces. Share how your product differs from other products. Highlight functionality or features you offer that the competition can't match.			
Elevator Pitch Development	A standard six-sigma tool used to tell a product story in an accurate, brief, and concise manner. Often used to develop a Product Vision.			
Engineering Awareness	Help develop technical solutions to enhance product effectiveness and functionality.			
Facilitation	Enables people to get together to achieve a common goal and directs their focus and attention in ways that serve the group itself.			
Focus identification	Strategy to deal with Porter's Five Forces. Try to find a niche. Look for features and functionality that no competitor can provide.			
Ideation	The generation of new ideas.			
Influencing	Motivating people to do what you need them to do.			

Innovation	The execution of a new or improved product, process, marketing method, or organizational method in business practices, workplace organization, or external relations.			
Market Segmentation Expertise	A marketing strategy that divides consumers into groups based on their needs, interests, behavior or demographics.			
Marketing Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation to achieve effective product design, packaging, promotion, and pricing .			
Marketing Skills	A general management skill. Promote and deliver products and services in the most efficient and successful ways possible.			
Messaging	The way you communicate the value of your product to customers.			
Multi-Tasking Ability	An organizational skill. Be aware of the “Two Hat Syndrome.” Break out your activities, try to focus on the most critical product management related tasks, and delegate when you can.			
Nominal Group Technique	Ideas are discussed and annotated. Each participant then is asked to rank each idea to aid in prioritization.			
Organizational Innovation Experience	One of four innovation types defined in the Oslo Manual. Planning and executing new methods to develop or improve an organization’s business practices, workplace organization, and external relations .			
Primary Research Ability	Going to actual or potential customers in order to gain first-hand data or information. Primary research allows you to target your actual questions to the desired segment.			
Prioritization Skills	A general management skill. Ensure that all team members are contributing to the most important tasks and using their time appropriately.			
Problem Solving	Allows a Product Manager to identify a problem, potential causes, identify root causes, and develop practical solutions.			
Process Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation to accomplish common goals that include faster delivery, less waste, and optimizing use of resources.			
Product Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation essential when introducing a product or service with features and functionality that are new or improved.			
Product Management Expertise	The process of conceiving, planning, developing, testing, launching, delivering, and withdrawing products.			
Product Roadmap Development	A high-level visual summary that maps out the vision, direction, priorities, and progress of a product over time.			
Radical Innovation Planning	Radical innovation proposes large changes to the existing product landscape. It aims to plan and implement large improvements by redefining the product.			
Research Skills	A general management skill. Ensure all decisions are based on sound data and logic. Use primary and secondary research techniques effectively.			
Retrospective Facilitation	Inspect work that was completed, recommend changes, and adapt processes and behavior in ways to improve performance in the next Sprint.			
Search Engine Optimization (SEO) Leadership	The art of making your website more visible and relevant to people who search online for products or services related to your business.			
Secondary Research Ability	A method of collecting information that relies on indirect methods such as published reports, public or commercial databases, websites, agencies, surveys, and so on.			
Self-Motivation	An organizational skill. Set singular goals that add the most value and accomplish them one at a time. Mentally reward yourself when things go well and remain optimistic in light of challenges.			
SMART Goal Development	Goals that are specific, measurable, achievable, relevant, and time-bound.			
Storytelling	Helps the Product Manager create a compelling vision for their products by putting them in a larger context.			

Strategic Thinking	A general management skill. Understand the market and decide how to launch a new product effectively.			
Strategy	Envisioning a desired outcome, charting an efficient course to achieve this objective, and aligning to that course as long as it makes sense to do so.			
SWOT Analysis	An analysis tool that stands for strengths, weaknesses, opportunities, and threats. This is an appropriate tool to help guide business development objectives.			
Technical Expertise	A general management skill. Ensure the product meets end-user expectations regarding its function, design and user experience.			
Time Management	An organizational skill. Work within tight deadlines set by management and customers alike. They must be able to establish realistic schedules and manage the team to achieve all key milestones and deliverable requirements.			
Working Under Pressure	An organizational skill. Breakdown large projects into smaller and more understandable steps. Stay organized and focus on the most important tasks. Don't get lost in the details. Do not procrastinate and avoid dysfunctional conflict as much as possible.			