

Exercise 3: Product Manager Skills and Competency Checklist Objectives: <ul style="list-style-type: none"> Review the Car Cam Scenario Identify the skills required and provide justification for your assessment 			
Product Manager Skills, Competencies, Techniques, or Required Areas of Expertise	Definition	Skills Required	Justification if Yes
Abstract Thinking	The ability to look beyond the immediate problem or issue and envision a more wholistic view	Yes	Though the current focus is on developing a new Car Cam, we must also prepare for future advancements and ensure compatibility with emerging technologies. Additionally, investing in a dedicated R&D team will be essential to maintain a competitive edge as customer needs and technologies evolve
Analysis Skills	A general management skill. Analyze and use reliable data to make educated and focused product decisions	Yes	Market and competitor data must be analyzed thoroughly to guide pricing, feature prioritization, and launch strategy.
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	Yes	Turning market insights and raw data into product direction and measurable performance metrics is key for success.
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	Yes	The team must stay data-driven to manage cross-functional planning and make rational product decisions under pressure.
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	Yes	Accurate specs, testing, and component integration are critical for functionality, customer satisfaction, and compliance.
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	Yes	The team can come up with potential solutions in taking the holistic view of the customer's needs, put themselves in their shoes.
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	Yes	Needed during product feature definition and marketing ideation to generate creative and customer-centric solutions.
Business Acumen	The ability to understand and manage various business situations	Yes	Understanding market dynamics and finances is a must.
Business Skills	A general management skill. Ensure value and Return on Investment (ROI) are achieved. Manage cash flow and calculate financial metrics	Yes	Essential for understanding the cost structures for maintaining competitive pricing and ensuring profitability.
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	Yes	Cross-functional coordination between product, marketing, supply chain, and R&D is required to meet tight deadlines.
Communications Skills	A general management skill. Regularly share ideas and convey objectives and priorities in an easy-to-understand manner	Yes	Clear internal and external communication ensures everyone is aligned, especially in a fast-moving, competitive environment.
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	Yes	In our scenario, the basic wants and needs is an automotive camera that serve both commercial and non-commercial customers.
Customer Empathy Identification	The ability to put yourself in the "customer's shoes." Understand the customers' needs and wants	Yes	Understanding the needs of parents, commercial users, and safety-conscious drivers (even rash drivers) helps design features that truly matter.
Decision-Making	Ability to come to a decision quickly and begin to take action on that decision immediately. Avoid analysis paralysis	Yes	Fast, informed decision-making is needed to prioritize features, manage supply chain risks, and stick to the tight launch timeline
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	Yes	The product manager can follow the tuckermann ladder leadership model and can delegate the activities when the team knows what to do and how to reach it. Further, roles and responsibilities can be delegated to senior leads based on the tight schedules.
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.	Yes	Driving schools, Automotive experts, and enthusiasts can participate in the surveys and that can provide any insights missing.
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	Yes	Highlighting unique selling points like dual-mount capability and faster data transfer will help position the product clearly in a crowded market.
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	Yes	Elevator pitch outlines the goals and objectives, delivers a concise product overview for Car cam, and provides the product's story in a unique, appealing and motivating way to stakeholders.
Engineering Awareness	Help develop technical solutions to enhance product effectiveness and functionality	Yes	Understanding HW/SW constraints ensures our Car Cam design is technically sound and future-ready.
Facilitation	Enables people to get together to achieve a common goal and directs their focus and attention in ways that serve the group itself	Yes	Facilitating team discussions helps align engineering, marketing, and product timelines for a successful launch.
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	Yes	Focusing on unique consumer needs like flexible mounting and ease of transfer helps the product stand out.

Ideation	The generation of new ideas	Yes	Generating ideas around dual-use design and data features supports innovation in a crowded market.
Influencing	Simply defined as motivating people to do what you need them to do.	Yes	Influencing internal teams and suppliers is key to meeting the tight May 15th launch timeline.
Innovation	The execution of a new or improved product, process, marketing method, or organizational method in business practices, workplace organization, or external relations	Yes	Innovation in design, usability, and cost gives the Car Cam a real edge over generic competitors.
Market Segmentation Expertise	A marketing strategy that divides consumers into groups based on their needs, interests, behavior or demographics	Yes	Segmenting the market lets us target key buyers like parents of teen drivers more effectively.
Marketing Innovation Experience	One of four innovation types defined in the Oslo Manual. Innovation to achieve effective product design, packaging, promotion, and pricing	Yes	Developing fresh marketing strategies helps differentiate the Car Cam from copycat products.
Marketing Skills	A general management skill. Promote and deliver products and services in the most efficient and successful ways possible	Yes	Strong marketing execution is vital to capture attention in a highly competitive space.
Messaging	The way you communicate the value of your product to customers	Yes	Clear product messaging helps consumers understand why this Car Cam meets their exact needs.
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.	Yes	Juggling feature development and cross functional collaboration can be overwhelming. Need to work with Project Managers, Business Analysts or other leads in delegating and prioritizing activities.
Nominal Group Technique	Ideas are discussed and annotated. Each participant then is asked to rank each idea to aid in prioritization	Yes	Collecting and ranking product ideas from cross-functional teams speeds up decision-making.
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	Yes	Improving collaboration and processes helps us adapt quickly to changing product requirements.
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	Yes	Direct feedback from potential users ensures features meet real customer expectations.
Prioritization Skills	A general management skill. Ensure that all team members are contributing to the most important tasks and using their time appropriately	Yes	Prioritizing top features like data speed and mounting options ensures we focus on what matters most.
Problem Solving	Allows a Product Manager to identify a problem, potential causes, identify root causes, and develop practical solutions	Yes	Identifying and resolving issues like component delays or usability problems keeps the project on track.
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	Yes	Streamlining our assembly and delivery processes can help lower costs and meet our timeline.
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	Yes	Innovating in mounting design and video features helps us deliver something truly new to the market.
Product Management Expertise	The process of conceiving, planning, developing, testing, launching, delivering, and withdrawing products	Yes	Managing this end-to-end product launch requires strong product ownership and coordination.
Product Roadmap Development	A high-level visual summary that maps out the vision, direction, priorities, and progress of a product over time.	Yes	Having a roadmap keeps the team focused on deliverables and aligned with the May 15 deadline.
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	Not Immediate	Planning bold features with R&D keeps us ahead of future trends.
Research Skills	A general management skill. Ensure all decisions are based on sound data and logic. Use Primary and secondary research techniques effectively	Yes	Using solid research helps us make confident choices in pricing, design, and marketing.
Retrospective Facilitation	Inspect work that was completed, recommend changes, and adapt processes and behavior in ways to improve performance in the next Sprint	Yes	Having the retrospective meeting with Scrum team will help improve the process, and avoid any impediments in the team resulting in efficiency to meet the deadlines.
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	Yes	Improving online visibility through SEO boosts pre-orders and awareness before summer season sales.
Secondary Research Ability	A method of collecting information that relies on indirect methods such as published reports, public or commercial databases, websites, agencies, surveys, etc.	Yes	Secondary sources like industry reports help us understand the competitive landscape.
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	Yes	With tight deadlines, staying self-driven ensures nothing falls behind schedule.
SMART Goal Development	Goals that are specific, measurable, achievable, relevant, and time-bound	Yes	Setting SMART goals for each stage keeps the team aligned and measurable.
Storytelling	Helps the Product Manager create a compelling vision for their products by putting them in a larger context	Yes	Telling the product story through safety, affordability, and ease-of-use appeals to key buyers.
Strategic Thinking	A general management skill. Understand the market and decide how to launch a new product effectively	Yes	Thinking strategically helps us position the product as high-value but budget-friendly.

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	Yes	Clear strategy ensures the product is ready, marketable, and profitable by launch.
SWOT Analysis	An analysis tool that stands for strengths, weaknesses, opportunities, and threats. This is an appropriate tool to help guide business development objectives	Yes	SWOT analysis helps us identify our unique strengths like versatility and supplier support.
Technical Expertise	A general management skill. Ensure the product meets end-user expectations regarding its function, design and user experience	Yes	Ensuring the Car Cam functions as promised builds customer trust and supports long-term success.
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	Yes	Good time planning ensures all testing, marketing, and packaging are done before launch.
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	Yes	Handling pressure from deadlines and competition is essential to launch Car Cam successfully and on time.