



# Module 1 - Product management communication & collaboration fundamentals

Product manager must be able to follow "Situational communication" with different stakeholders.

- ☐ The analytical communication style emphasizes a systematic and meticulous approach to conveying information, ideas, and thoughts.
- ☐ The structural style of communication focuses on organizing information and messages in a systematic and structured manner.
- ☐ The conceptual communication style focuses on brainstorming, interactive discussions, innovation, and creativity.
- ☐ The social communication style emphasizes cultivating and fostering relationships.

## Trust & communication styles :

- ☐ There are six tips that every Product Manager should use to earn trust. These include:
  - ☐ Be an active listener
  - ☐ Understand emotional intelligence
  - ☐ Communicate effectively
  - ☐ Be culturally aware
  - ☐ Build rapport
  - ☐ Resolve conflict
- ☐ Communication styles and trust-building strategies are interconnected.
- ☐ To enhance trust, gather insights into your stakeholders' preferred communication styles and align your interactions accordingly.

## Team communication & leadership:

- ☐ There are four communication styles that Product Managers should employ for effective communication
- ☐ There are some recommended actions a Product Manager must take when communicating with a team member with a particular communication style
- ☐ The Tuckman Team Formation Model consists of four stages: Forming, Storming, Norming, and Performing
- ☐ The Tuckman Team Formation Model helps leaders adapt their leadership style based on the distinct stages of team development

# Public relations plan :

- ❑ A Public Relations Plan includes media methods, media activities, theme reinforcement, and strategic direction
- ❑ Media is the main means of mass communication to target and position a product
- ❑ Media and marketing readiness activities to support the product launch include using clear messaging, trademarks, collateral, POS displays, advertising, press and media releases, FAQs, whitepapers, case studies, trade shows, and social media
- ❑ A Public Relations Plan should use media and methods that resonate with all four communication styles: Analytical, Structural, Conceptual, and Social

## Media communication

Media Consideration	Description
Clear messaging and positioning	<ul style="list-style-type: none"> <li>Communicate the value of the product</li> <li>Defining the position of a product</li> </ul>
Product naming, including trademarks	<ul style="list-style-type: none"> <li>Recognizable word or symbol</li> <li>Legally differentiates product</li> </ul>
Marketing collateral to include websites	<ul style="list-style-type: none"> <li>Promotional branded asset</li> <li>Logos, websites, brochures</li> </ul>
Point-of-Sale materials	<ul style="list-style-type: none"> <li>Display and promote</li> <li>Attracts customer attention</li> </ul>
Advertising and demand generation	<ul style="list-style-type: none"> <li>Persuade product purchase</li> </ul>
Media Consideration	Description
Press releases, media, and public relations	<ul style="list-style-type: none"> <li>Create awareness and interest</li> </ul>
FAQs	<ul style="list-style-type: none"> <li>Common question information</li> </ul>
Whitepapers and educational materials	<ul style="list-style-type: none"> <li>Informational document</li> <li>Highlights product features</li> </ul>
Case studies and customer testimonials	<ul style="list-style-type: none"> <li>Examples of product's value</li> <li>Customer opinions and experiences</li> </ul>
Tradeshows and events	<ul style="list-style-type: none"> <li>Show off your product</li> </ul>
Social media	<ul style="list-style-type: none"> <li>Social sites to market product</li> </ul>

Even in PR planning, we need to make sure communication styles are considered (both customer specified product team)

