Welcome, Austin! 🚀

Your Onboarding Package

📞 Strategy Call Summary

Your Current Situation

Current Level:
SG8 (First promotion into this level)

Company:
John Deere

Time in Role:
~2 years

Goal:
Transition into Product Manager

🎯 The Core Challenge

You've identified a clear career direction—**Product Manager**—and you've been communicating this goal to your manager. But despite having the drive and starting to take action:

- ✗ It's **hard to get out of your current domain**—people don't know what you're capable of beyond your area

- ✗ Applied for 4-5 internal roles this summer, got 1 interview but **didn't get the role**

- ✗ Feedback: "Not enough process change implementation" and "lacking long-term vision" compared to other candidates

- ✗ Your **skip-level visibility is weak**—he's in Des Moines Works, you don't see him often, and he likely couldn't give strong recommendations

✅ What's Already Working For You

✓ Strong Manager Relationship

Rock solid—your manager knows you want to move into Product Engineering and is supportive

✓ Excellent Performance Reviews

Last year: Highly/Highly, low end of Distinguished —you're crushing your current role

✓ Strategic Initiative

Used a hackathon to pitch Sea & Spray Select idea and got to work with Product Managers—smart move

✓ Product Council Exposure

You're present in Product Council every other week—your skip-level (President of Prec Upgrades) is there

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💡 The Insight

You're experiencing what I call the **"Domain Prison"**—you've proven yourself in your current area, but that success is now trapping you. Decision-makers see you as "the [current role] person," not "a future Product Manager."

The good news? You've already started breaking out (the hackathon move was brilliant). But we need to:

1. **Amplify your cross-functional visibility**—especially with your skip-level and the Product Managers

2. **Close the gap** on "process change implementation" and "long-term vision"—or reframe what you've already done

3. **Build a bridge story** that connects your current expertise to Product Manager

The Accelerate Path is designed specifically for this situation.

📋 The Plan Moving Forward

The 21-Day Promotion Acceleration Blueprint

3 × 90-minute 1-on-1 sessions over ~21 days

Each session includes **20 minutes of live mock practice** where you choose what you want to practice.

NOW
Pre-Session 1 Materials
"The Quick Win Package" — Feel the value before we even meet

Week 1
SESSION 1: The Visibility Activation
Break the "domain prison" pattern. Skip-level strategy for Product Council. Cross-functional visibility tactics.

Week 2
SESSION 2: The Transition Conversation Mastery
Building your "bridge story." How to interview for cross-functional roles. Gap Analysis Contract.

Week 3
SESSION 3: Influence & Implementation
Deepen Product Manager relationships. Position yourself for the next opportunity. 90-day action plan.

✅ What You'll Walk Away With

✓ A complete Visibility Strategy to increase skip-level awareness (especially during Product Council)

✓ A "bridge story" that positions your current experience as an asset for Product Manager

✓ Reframed accomplishments that show "process change" and "long-term vision"

✓ Scripts for internal interviews and transition conversations

✓ A strategy for building deeper Product Manager relationships

✓ A 90-day implementation roadmap to land that Product Manager role

🎁 Pre-Session 1 Materials

"The Quick Win Package" — Feel the value BEFORE our first call

📋 1. The Green Light Audit™ Self-Assessment

Determine if you're ready for visibility tactics

What it is: A self-assessment that evaluates your current role mastery, performance review history, and manager relationship signals. It tells us if you have a "green light" to pursue visibility and transition tactics—or if there's foundation work needed first.

Why it matters for you: With Highly/Highly reviews and a rock-solid manager relationship, I suspect you're well above the green-light threshold. This confirms it and identifies any hidden gaps.

📎 **Attached separately**

📊 2. The Visibility Pyramid Overview

Understand the 4 levels of career visibility

What it is: A visual framework showing the 4 levels of visibility that lead to promotion/transition: (1) Your Manager, (2) Your Skip-Level, (3) Cross-Functional Leaders, (4) External Reputation. Most engineers are stuck at Level 1.

Why it matters for you: You're strong at Level 1 (manager relationship is rock solid) and starting to build Level 3 (Product Managers via hackathon). But Level 2 is your gap—your skip-level "wouldn't really have solid feedback" about you. That's the leverage point.

📎 **Attached separately**

🗨️ 3. The "Hard Work ≠ Promotion" Mindset Reset

Challenge the beliefs keeping you stuck

> **What it is:** A short document that challenges common limiting beliefs like "my work should speak for itself," "playing politics is dirty," and "I shouldn't have to self-promote." These beliefs are career killers.
>
> **Why it matters for you:** You're doing great work, but the people who need to see it for your transition (Product leaders, skip-level) aren't seeing it. This isn't about becoming fake—it's about strategically making your cross-functional value visible.

📎 **Attached separately**

📝 4. Current Situation Assessment

Deep-dive questions about your work environment

> **What it is:** A questionnaire about your manager relationship, skip-level access, organizational dynamics, track record, and transition goals. This helps me tailor Session 1 specifically to your situation.
>
> **Why it matters for you:** I need to understand the Product Manager landscape at Deere—who are the hiring managers, what do they value, and how can we position your hackathon/Product Council exposure to open doors.

📎 **Attached separately**

📚 Pre-Session 1 Homework

Please complete before our first session:

- ☐ Complete The Green Light Audit™ self-assessment
- ☐ Complete the Current Situation Assessment
- ☐ List 5 most impactful accomplishments from last 12 months (with metrics if possible)—**especially any with "process change" or "long-term vision" elements**
- ☐ Identify the hiring managers for Product Manager roles you're targeting
- ☐ List the Product Managers you worked with during the hackathon + any other cross-functional contacts

> ⭐ BONUS ACTION (Optional but Powerful)
> Before our first session, reach out to one of the Product Managers from the hackathon—just a quick note like "Hey, I really enjoyed working together on Sea & Spray Select. Would love to grab coffee and learn more about what you're working on." Plant the seed.

🎯 Next Steps

1   **Accept the calendar invite**
3 recurring 90-minute sessions (weekly)

2   **Review the Pre-Session 1 materials**
I'll send these separately within 24-48 hours

3   **Complete the homework before Session 1**
Green Light Audit, Situation Assessment, 5 accomplishments, target hiring managers + PM contacts

4   **Show up ready to work**
We're going to move fast and you'll leave Session 1 with real action items

Let's get you into Product Manager. 🚀

You've been boxed into one domain long enough.

Time to show them you're ready for the transition.

— Mansour