

# Product Management Leadership Framework

- The Product Management Leadership Framework shows all the things you need to think about if you're leading a product department, function, or team.
- The framework is about you, your team, your key stakeholders, the portfolio of products, and improving how product management is done in your business. Use it as a checklist to improve how you lead product management.

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### The team

- **Development** – do they have the skills to do the job or need training/coaching
- **Mindset and motivation** – do they understand the vision, have the right approach, does it match their personal ambitions
- **Recruitment and retention** – do you have enough of the right people, how to recruit good people, career planning
- **Performance management** – measuring performance and resolving problems

### Key stakeholders

- **Leadership** – thought leadership and demonstrating domain expertise
- **Evangelizing** – selling the value and role of product management across the business to peers and senior management
- **Managing senior execs** – expectations, targets and measurement
- **External stakeholders** – engaging with customers, suppliers, partners, and other external stakeholders

### Yourself

- **Personal development** – planning for your current role and career, goals, mentoring and coaching
- **Soft skills** – what do you need to improve e.g., delegation, dealing with conflict, negotiation, influencing
- **Personal brand and network** – what is the unique combination of product management skills, experience, and personality that you want the world to see. And, building and using your personal network effectively
- **Leadership style** – what is your natural style, and what does your organization need it to be

### The portfolio of products

- **Portfolio strategy** – investment and prioritization decisions, communication, innovation planning
- **Strategic alignment** – how products link to the company strategy and vision, feeding up insights to further develop the company strategy
- **Roadmap planning** – performance management, roadmap and review process, buy-build-partner strategy
- **Market and customer insight** – having a high-level understanding of the market(s) for the product portfolio

### How product management is done

- **Leadership and organization** – ensuring the activities and governance of product management are clear
- **People** – making sure roles and how product management works with other teams is clear and agreed
- **Tools and processes** – making sure you have best practice tools and processes
- **Roadmap for improvement** – your plan and process for continually improving product management

