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 covers the four areas of the Product Operating Model – Strategy, People, Delivery, and Organization. How these are set-up will depend on the size, focus, and maturity of product management in your business. The framework also includes the playbook - tools and strategies needed to lead a product management function.

Product Operating Model

To cover the processes, governance, calendar, stakeholders, frameworks, artifacts, tools, and measurements needed in each of these areas.
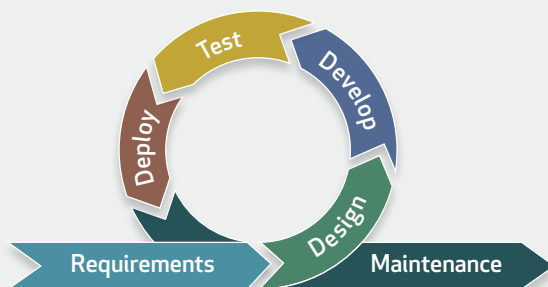
Strategy
What we'll do, where we'll play, how we'll win

- Company Vision
- Company Strategy
- Portfolio Strategy
- Product Strategy
- Product Delivery

Product Governance

People
Finding, hiring, incentivizing, growing. measuring

- Appraisal and salary review
- Personal Development and Career Planning
- Goal setting
- Product Performance and Delivery
- Product Manager Competency Model

Delivery
Requirements, design, develop, test, deploy, maintain – the full product management lifecycle

Test · Develop · Deploy · Design · Requirements · Maintenance

Organization
How we are set-up, culture, responsibilities

- CPO
- PM Director
  - Senior PM
  - PM
  - Associate PM
- PM Director
  - PM
  - PM
- PMM Director
  - Local PMM
  - Local PMM
  - Local PMM
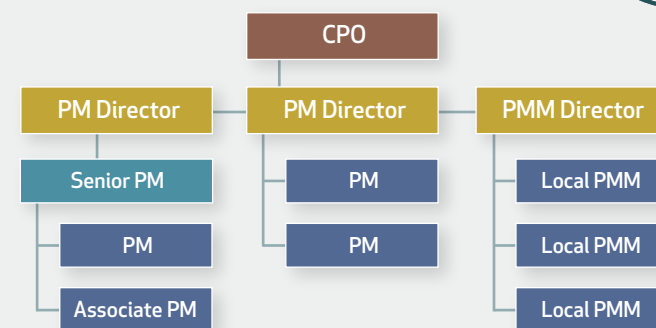
Playbook to lead Product Management

Bringing it all together – practical tools to manage and drive the function.

Playbook

Product Operating Model

What you need to think about
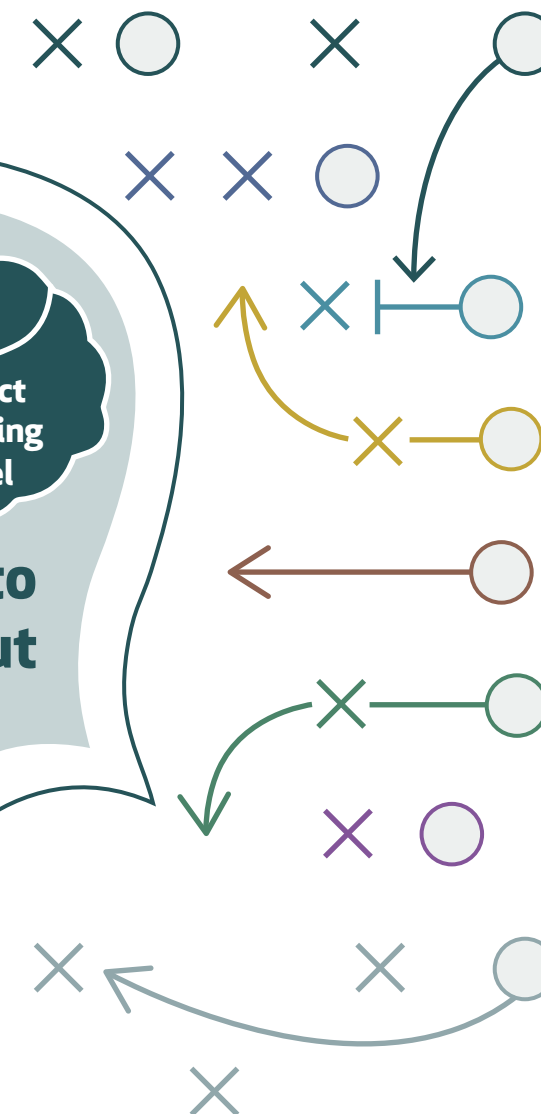
- Org chart
- Run the business calendar
- Product management dashboard
- Major process grid and owners
- Stakeholder map at function level
- Backlog of projects for PM function
- Roadmap for PM function
- Charter and internal promotion plan

PM = Product Management