

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 impacting product leaders today – Product Strategy, Product People, Product Operations, and Product Execution. It's about your portfolio of products, the playbook of how you do things, and the people involved.

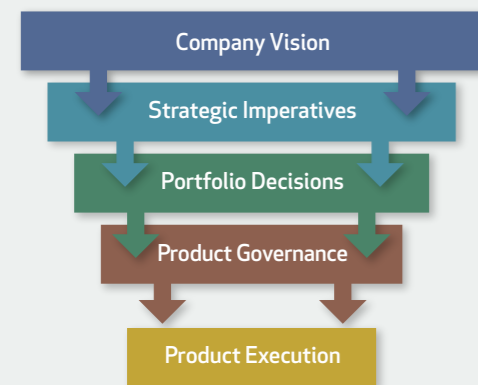
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Product Strategy – what and why



- **Strategy cascade**, from vision to product execution – the link making
- **Portfolio Strategy**, how to get the balance right – different lenses to look through
- **Portfolio Analysis Tools**, to understand and communicate – Ansoff, Lifecycles, BCG, McKinsey/GE, Zones to win
- **Governance**, rules and structure for decision-making – investment priorities

Product People – management and leadership

- **Recruitment**, developing high performance teams – career paths, interviewing
- **Mindset and motivation**, leadership and culture – coaching, diversity, reviews
- **Learning & development**, for your team – competency models, training
- **Stakeholder management**, upwards and horizontally – approaches, behavioral styles, specific challenges



Product Operations – who, what, when and how



- **Rituals**, how you want to operate – your way of working
- **Routines**, approaches used – planning and decisions
- **Responsibilities**, who does what – activities and accountabilities
- **Results**, are you successful – measures and controls including Key Performance Indicators (KPIs) and Outcomes & Key Results (OKRs)

Product Execution – make and maintain

- **Frameworks**, consistent adoption – e.g., Scrum, SAFe, Stage-Gate
- **Implementation**, reflecting reality – prioritization approaches
- **Controls**, ensure everything is working – people, process, metrics
- **Alignment**, to other teams – roadmaps and planning increments

