

# 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.

## World class product management

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## 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



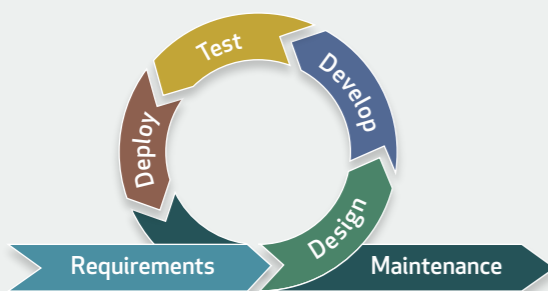
### People

Finding, hiring, incentivizing, growing, measuring



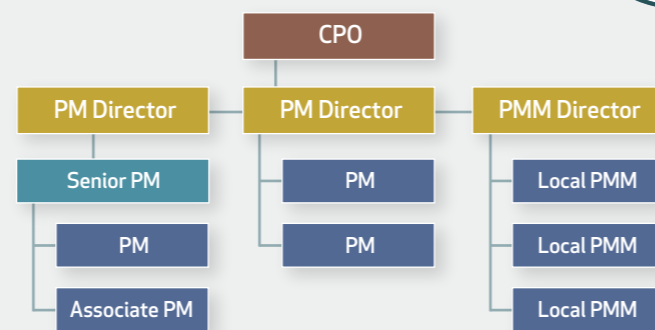
### Delivery

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



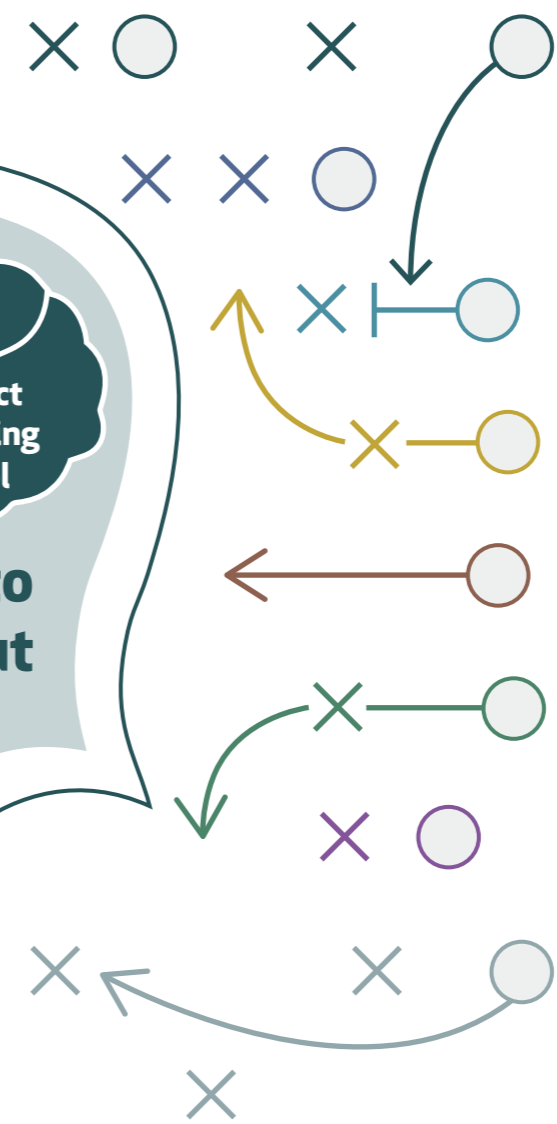
### Organization

How we are set-up, culture, responsibilities



## Playbook to lead Product Management

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



- 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