

Accelerate your PM career: Growth opportunities beyond promotion

- Promotions are only one of many ways to grow in your career.
- Training may be the foundation of learning, but practise and application in the workplace activates skills.
- Choose the perfect blend of learning activities to match your needs and resources.

World class product management

Training | **Leadership Support** | **Resources**

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product

focus

Self-directed learning

- Self-paced online learning
- Books, white papers, blogs, presentations, videos, webinars, podcasts
- Deliberate practice of competencies (e.g. creating a roadmap, product strategy etc.)
- Personal side projects

Formal education and training

- Formal training and certification
- Internal company talks and webinars
- Skill activation workshops
- Conferences and seminars
- Academic courses

Internal collaboration and knowledge sharing

- Participating in product management guilds
- Contributing to internal special interest groups
- Cross-team knowledge sharing sessions
- Creating and maintaining internal wikis or knowledge bases
- Facilitating product management book clubs or discussion groups
- Organizing internal product management conferences (or unconferences)
- 'Lunch and learn' sessions



Customer and market engagement

- Attend sales and customer meetings
- User interviews and surveys
- Listening to customer calls
- Field visits and market observations
- Competitive product analysis
- Participation in user testing sessions

Coaching and mentoring

- Coaching from line manager
- External coaching
- Mentoring from colleagues
- Reverse mentoring (mentoring senior colleagues in areas of expertise)
- Requesting and acting on feedback
- Peer coaching and learning circles

Experiential learning and career development

- Rotational and stretch assignments
- Managing products at different lifecycle stages
- Promotions or lateral moves
- Leading new initiatives or cross-functional projects
- Exposure to internal processes or workshops
- Shadowing strong performers
- Developing and maintaining a product book

Networking and external community engagement

- Participation in professional associations
- Speaking engagements and presentations
- Writing and publishing content
- Attending or leading industry meetups
- Participating in online communities
- Joining or leading special interest groups

Product Managers

- Take control of your development with options that fit your schedule and learning style.
- Map your unique path to growth, whether you're seeking promotion or mastering new skills.
- Build a well-rounded skillset that makes you invaluable to any organization.
- Stay relevant and competitive in an evolving product landscape.

Product Management Leaders

- Build stronger product teams by offering diverse growth opportunities.
- Retain top talent by creating personalized development paths.
- Scale your impact by growing capable, autonomous product leaders.
- Create a learning culture that drives better product outcomes.