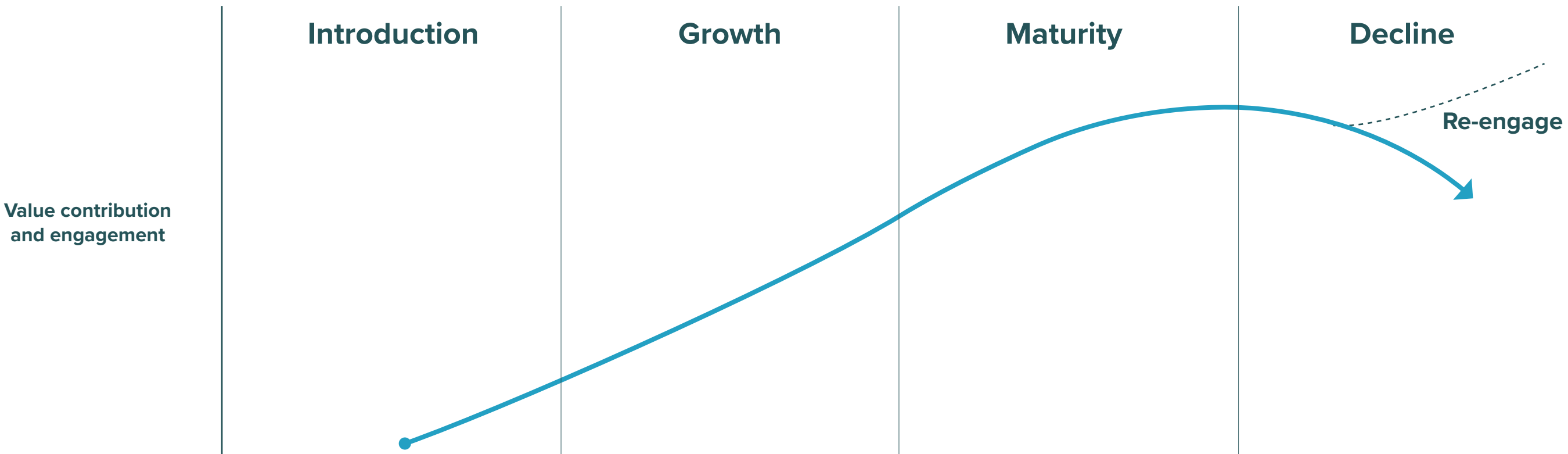


# The Product Manager growth lifecycle

- Product Managers progress through lifecycle stages within organizations
- They gradually grow in engagement and value contribution from the point of hiring and onboarding
- As a leader your actions can maximise their growth, to benefit the Product Manager and the business

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<b>Stage description</b>	<ul style="list-style-type: none"><li>• Newly hired product managers are acclimating to the organization.</li><li>• Engagement and value delivery are initially low due to onboarding and learning curves.</li></ul>	<ul style="list-style-type: none"><li>• As they receive training, coaching, and begin managing their products, their engagement and value increase.</li><li>• This is a critical phase for development and maximizing potential.</li></ul>	<ul style="list-style-type: none"><li>• Growth in engagement and value may plateau.</li><li>• Product managers become proficient but may face stagnation without new challenges.</li></ul>	<ul style="list-style-type: none"><li>• Without intervention, engagement may decline, leading to reduced value and potential exit.</li><li>• Alternatively, with the right strategies, they can be re-engaged, leading to renewed growth.</li></ul>
<b>Leader focus</b>	<ul style="list-style-type: none"><li>• Focus on effective onboarding and early engagement.</li></ul>	<ul style="list-style-type: none"><li>• Provide continuous development opportunities and recognition.</li></ul>	<ul style="list-style-type: none"><li>• Prevent plateau with new challenges and opportunities.</li></ul>	<ul style="list-style-type: none"><li>• Focus on re-engagement efforts or succession planning.</li></ul>
<b>Leader actions (examples)</b>	<ul style="list-style-type: none"><li>• Structured onboarding plan</li><li>• Introductions to build internal network</li><li>• Assign an experienced product 'buddy'</li><li>• Schedule regular 1:1 checkins</li><li>• Provide small early-win opportunities</li><li>• Set role expectations and provide training</li></ul>	<ul style="list-style-type: none"><li>• Assign projects that stretch capabilities</li><li>• Create opportunities to present to leaders</li><li>• Training on advanced product skills</li><li>• Cross-functional rotations or shadowing</li><li>• Help build personal development plans</li><li>• Recognize for achievements and growth</li></ul>	<ul style="list-style-type: none"><li>• Lateral moves to new product areas</li><li>• Mentoring or coaching team members</li><li>• Strategic project leadership</li><li>• Identify and strengthen skill gaps</li><li>• Evaluate readiness for promotion</li><li>• Participation in strategic planning</li></ul>	<ul style="list-style-type: none"><li>• Career path and growth discussions</li><li>• Focused development plans</li><li>• Leadership opportunities on projects</li><li>• Rotational or stretch assignments</li><li>• Contribute to knowledge-sharing</li><li>• Training in complementary disciplines</li></ul>