HOW TO MEASURE PRODUCT MANAGEMENT

JOCK BUSUTTIL
PRODUCT PEOPLE LIMITED

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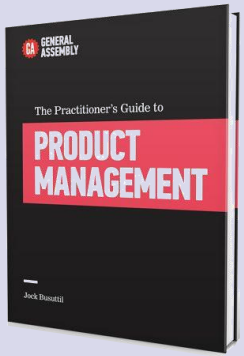
ABOUT JOCK

Freelance head of product

Product management coach and trainer

Author of *The Practitioner's Guide To Product Management*



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The Usual Suspects 1995, Grammercy Pictures / Screenrant

STACK RANKS. A TERRIBLE IDEA.

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HURRAY FOR DIVERSITY

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THE TALENT MAP

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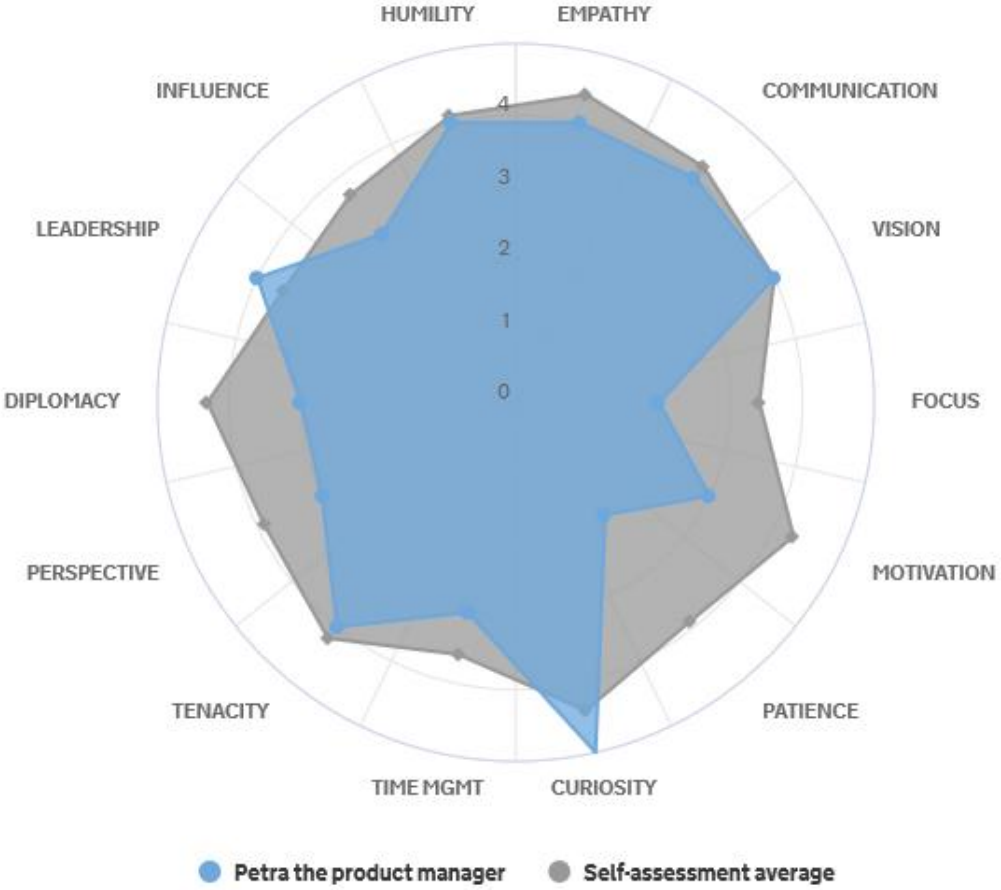
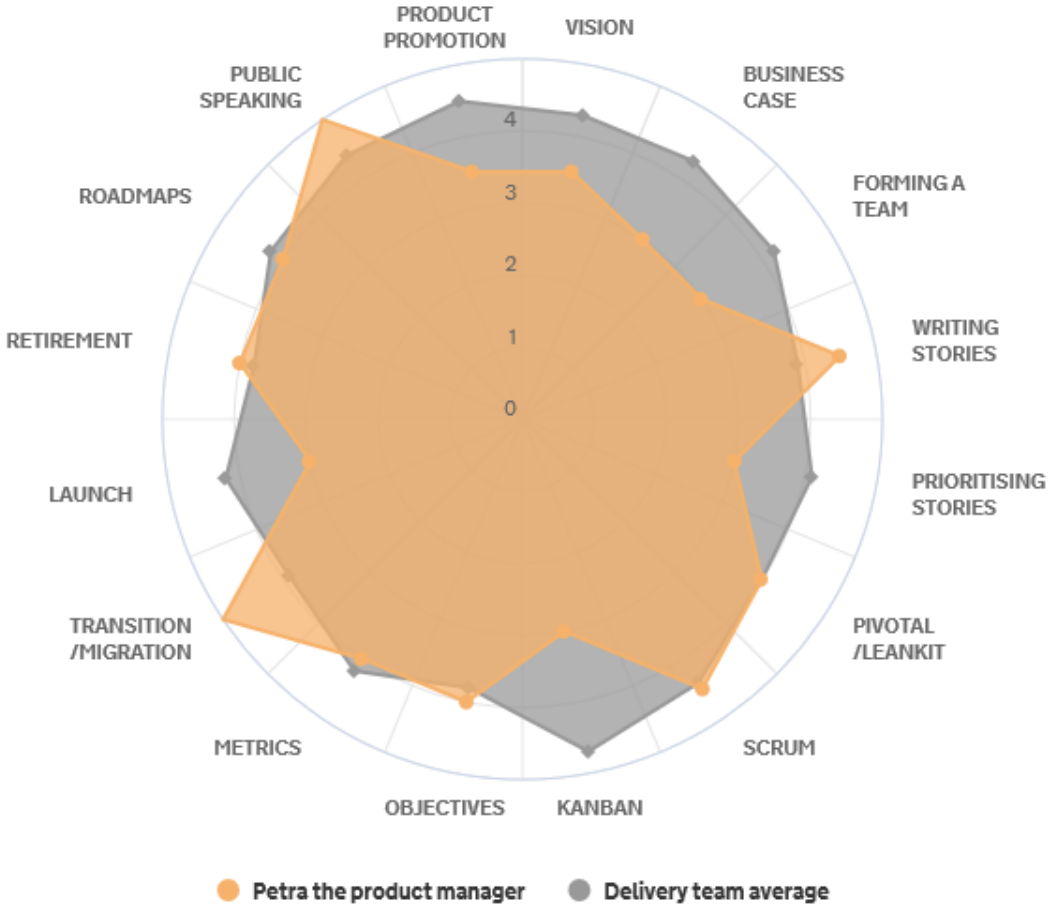
STEP 1: START WITH THE TEAM



STEP 2: SELF-ASSESSMENT



STEP 3: PEER FEEDBACK

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STEP 4: SENIOR MANAGEMENT FEEDBACK… ?

PERSONAL DEVELOPMENT PLANS

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Goals and skills

Petra the product manager (demo)

January - March

My goals

What I want to achieve, by when	How I'm going to achieve it	What I've done to achieve it
I want to understand the pros and cons of using different software frameworks, by end of March	To do this, I'm going to: ○ chat to Dave the dev about Django ○ give a Show the Thing on what I've learned	So far, I have: ○ spoken to Steve about Spring ○ been reading up online about Scala
I want to get more practice presenting, by end of February	To do this, I'm going to: ○ do two Show the Things ○ give an hour's training on service design	So far, I have: ○ done one Show the Thing ○ written a draft of my service design training slides

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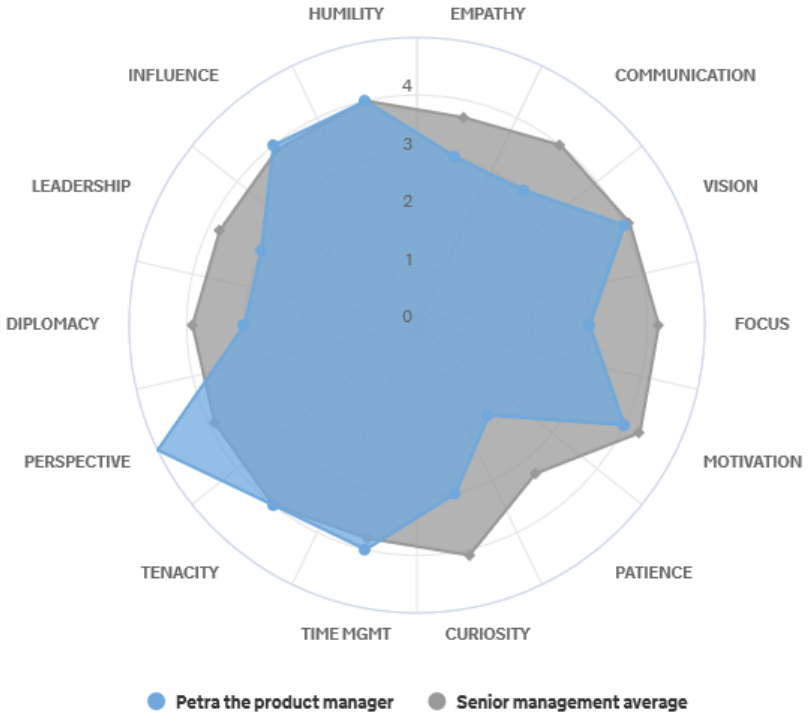
Soft skills: senior management assessment



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Soft skills: self-assessment

Potential area to explore in 1-2-1 coaching sessions

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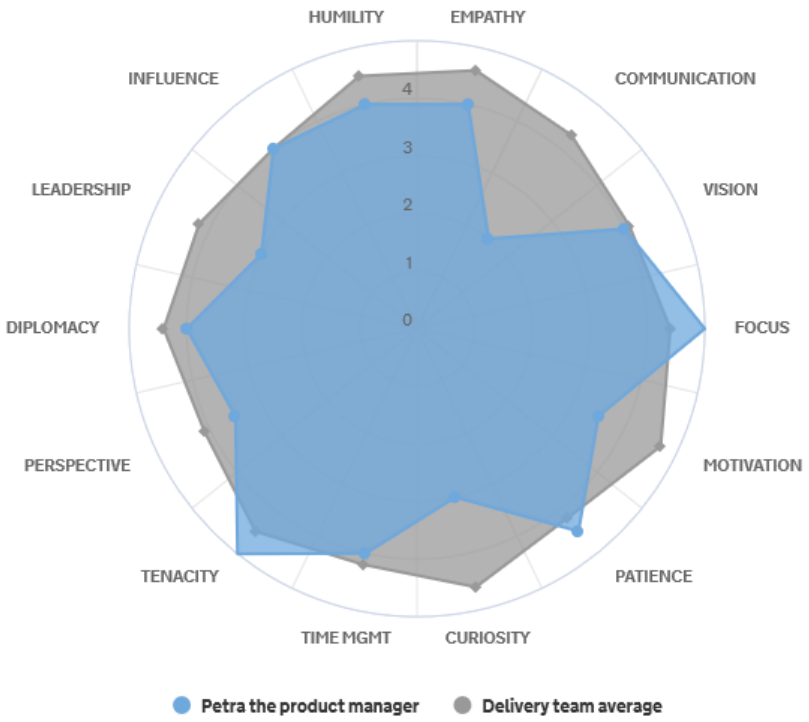
Soft skills: delivery team assessment



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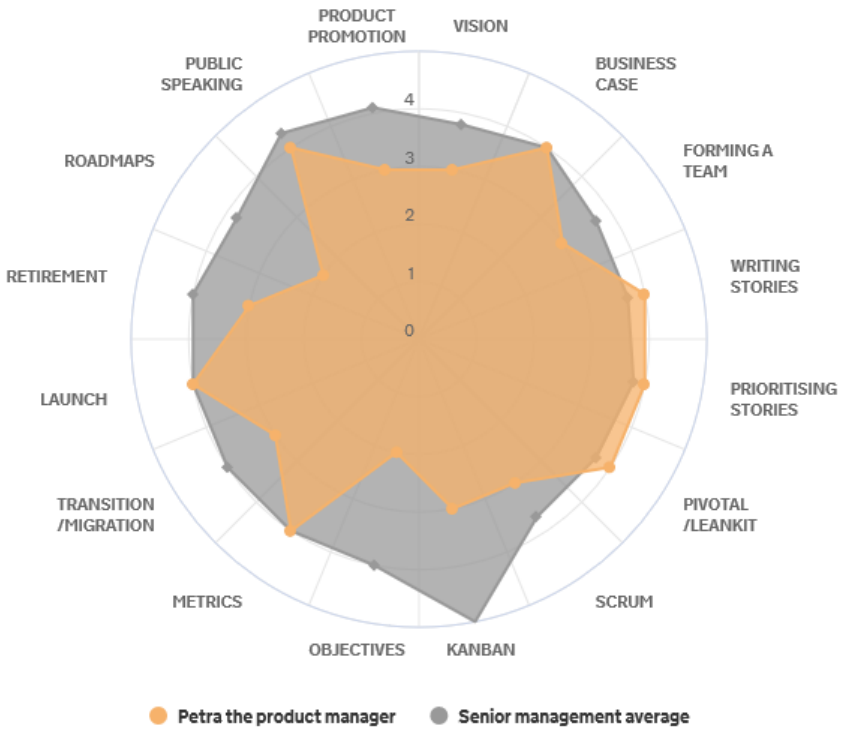
Technical skills: senior management assessment



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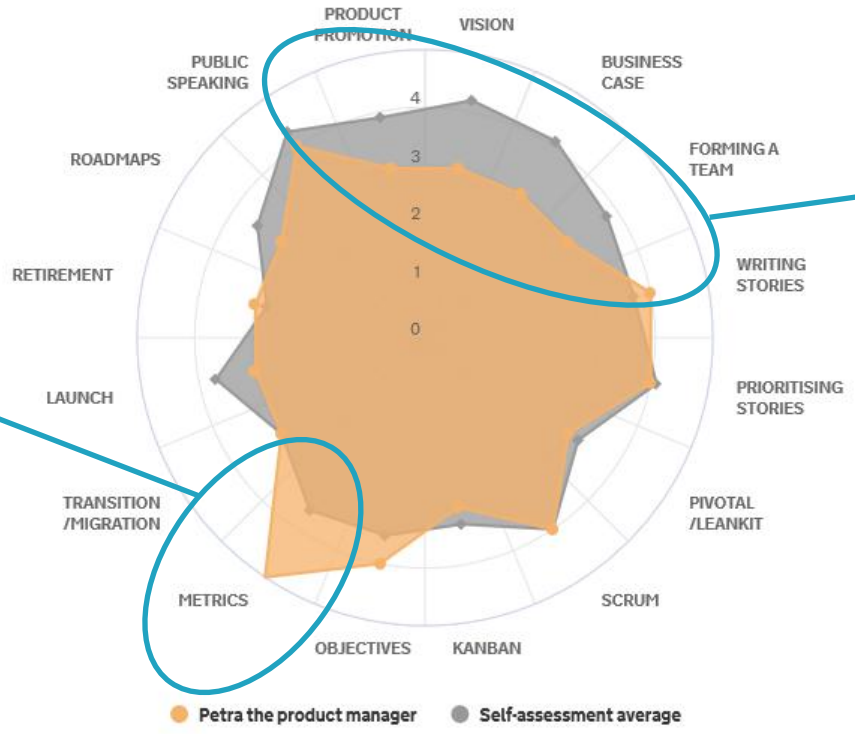
Technical skills: self-assessment



Potential areas to explore in 1-2-1 coaching sessions

Opportunity to share knowledge with rest of team

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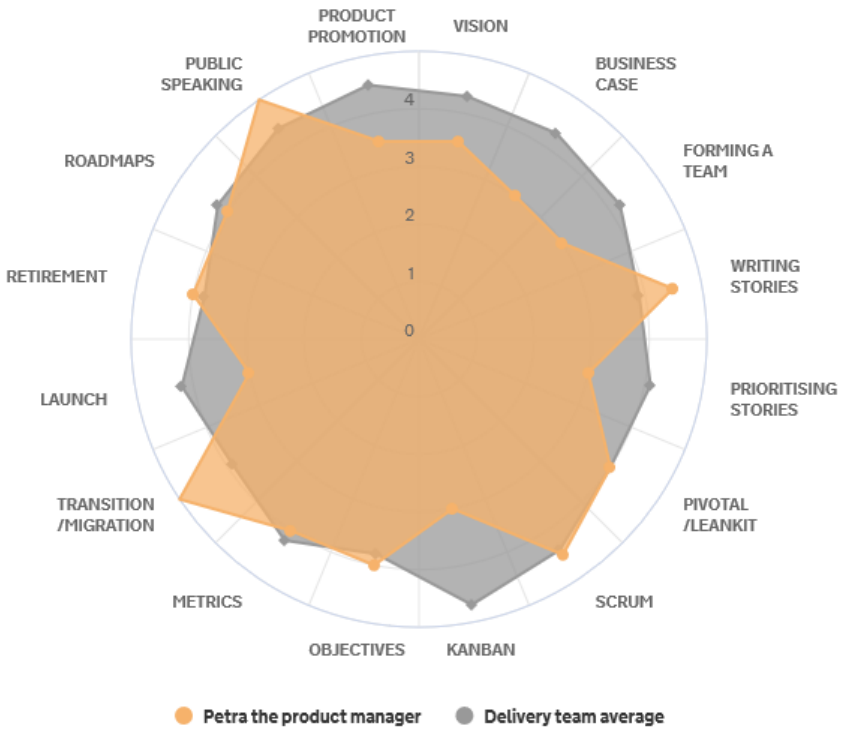
Technical skills: delivery team assessment



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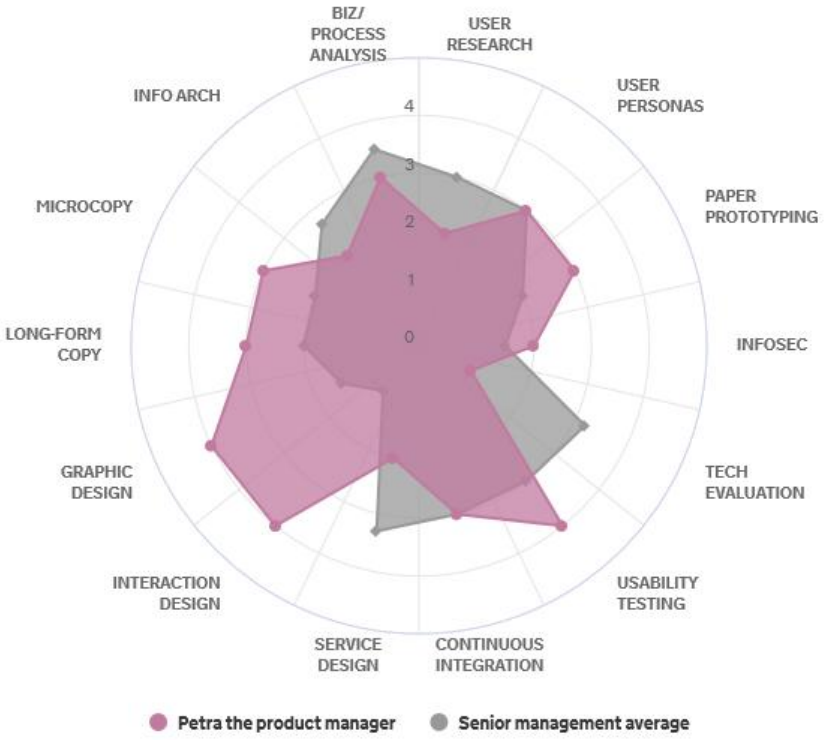
Other skills: senior management assessment



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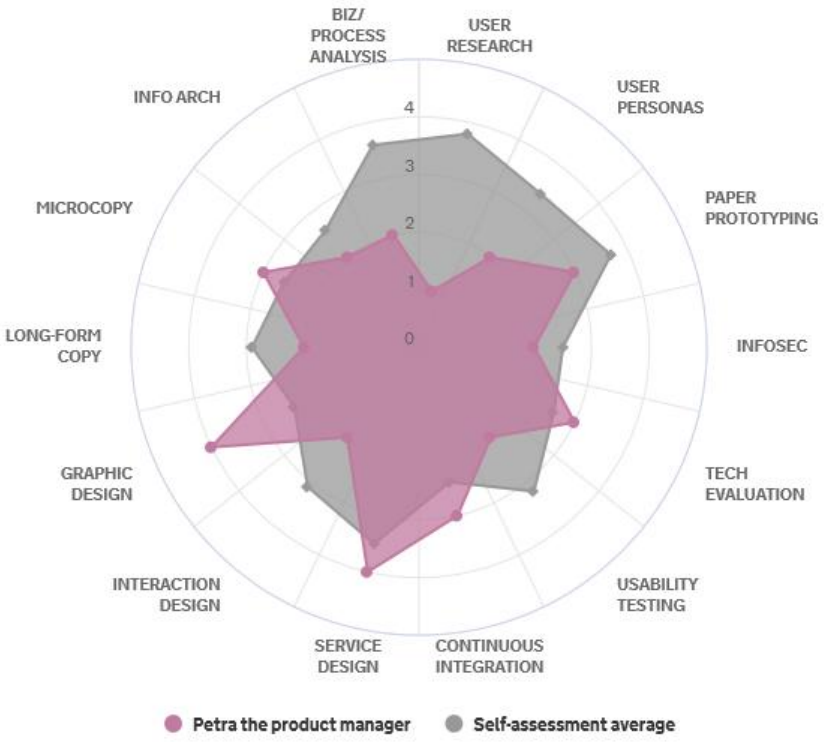
Other skills: self-assessment



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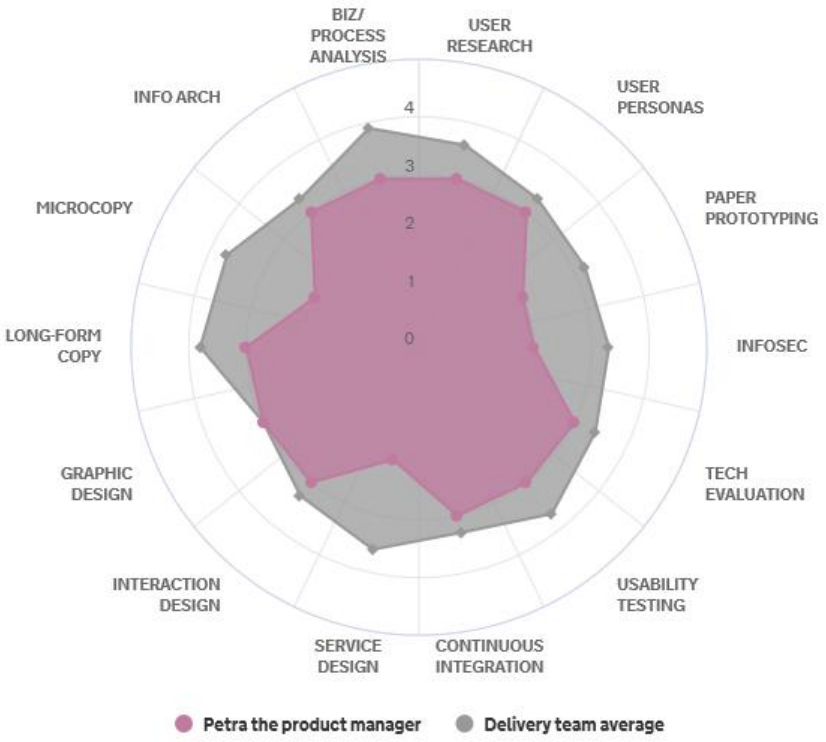
Other skills: delivery team assessment



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THE RESULTS?

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5 THINGS WE CAN LEARN

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People performance is multi-dimensional

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Don’t stack rank people

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You want a diverse team

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Spot opportunities to improve

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Data tells a story

Good graphs have power

#5

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TOOLKIT

Survey for team to define soft and hard skills for assessment:
https://imanageproducts.com/62-how-to-measure-product-manager-performance/2/

Self-assessment survey:
https://imanageproducts.com/62-how-to-measure-product-manager-performance/3/

Individual's goals and skills report:
https://imanageproducts.com/static/talent_map-demo.html

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THANKS!

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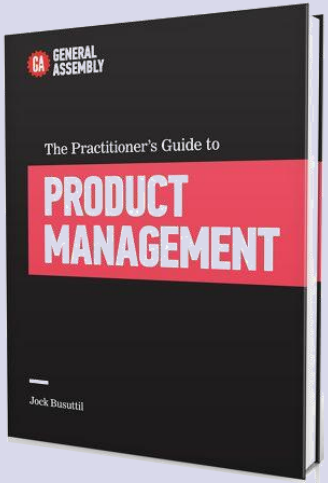

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QUESTIONS?

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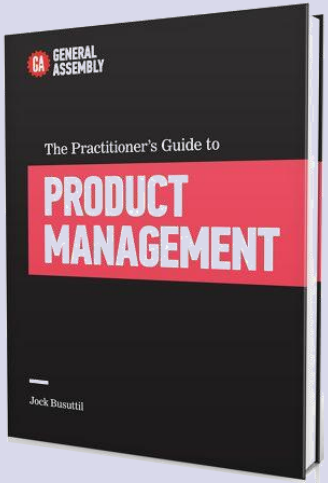

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