Roadmap for a Product Career
IIBA Columbus BACon
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Purpose & Agenda

Purpose: To consider how we can be intentional in defining a career path and growing our skills

AGENDA:
- Introduction
- Career Canvas
- Roles
- Competencies
- How to Strengthen Competencies
- Next Steps

Career Canvas

Career Canvas

Meant to be starting point

Get us thinking about

What we like about what we do

What we want to do more of

Add to it throughout conference

Career Canvas

Career Canvas

What motivates me at work?		Why is that motivating?	

Career Canvas

What motivates me at work?	Why is that motivating?		
What skills do I have today? **(Primary & Secondary)**			

Roles

Product Management/Business Analysis Roles
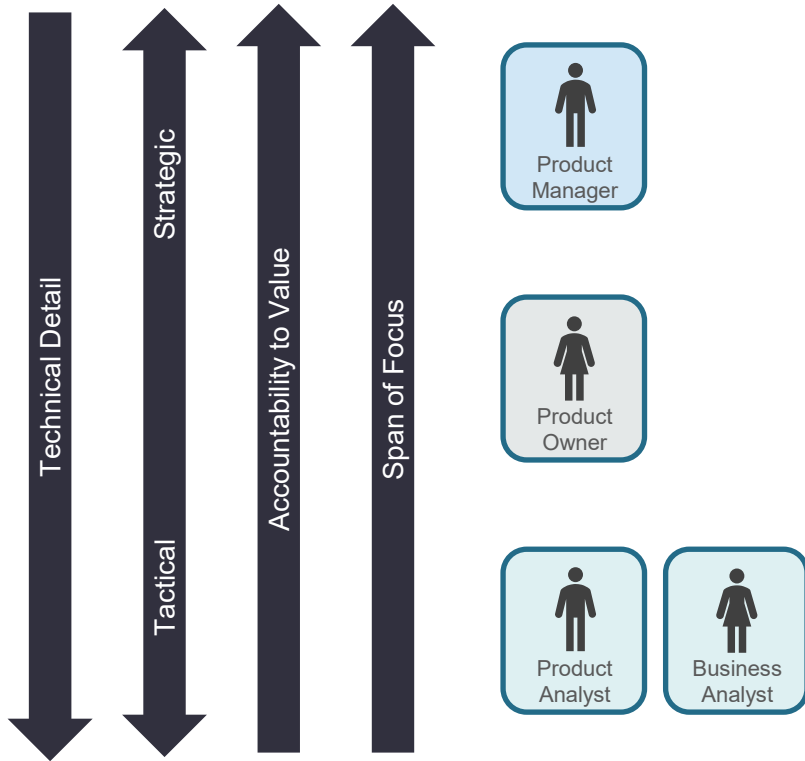
Technical Detail

Strategic

Tactical

Accountability to Value

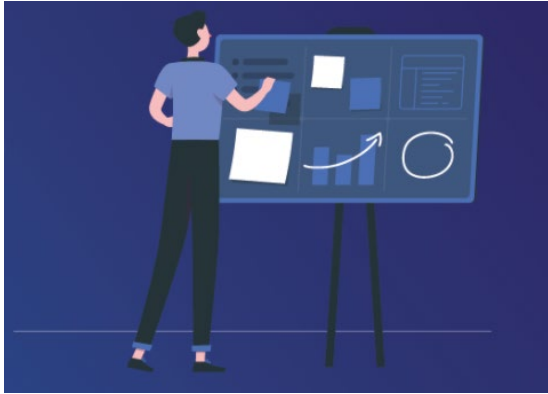Span of Focus

Product Manager

- Conducts research: Customer, market, competition
- Translates research/feedback into potential value
- Drives holistic product strategy or transformation
- Communicates value throughout the organization

Product Owner

- Conducts research: Customer, market, competition
- Translates research/feedback into potential value
- Communicates value to technical teams
- Prioritizes backlog of work based on value

Product Analyst

Business Analyst

- Translates and organizes value and big ideas into work the team can execute on
- Analyzes scenarios and potential impacts
- Solutions with the technical team
- Asks questions

Project Manager/Scrum Master

Project Manager

Craft Scope	Manages Schedule/ Budget	Monitors Work of Teams
Communication Hub	Decision-Maker	Single Point of Contact

Scrum Master

Coach/Mentor Team	Coach/Mentor Organization	Facilitator
Protects Team	Supports Decentralized Decision-Making	Fosters Collaboration

Competencies

Product Knowledge

User and Customer Knowledge	Data Knowledge	Industry and Domain Knowledge	Business and Company Knowledge	Product Operational Knowledge
Customer Empathy & Segmentation	Data gathering and analysis execution			
Customer Discovery & Research	Generate insights & recommendations			

Process Skills & Techniques

Product Strategizing		Product Discovery Techniques	Product Delivery Process		Product Optimization Techniques
Strategy Definition & Goal Setting	Product Vision	Problem Research & Definition	Agile Development Execution	Backlog Management	Product Optimization Techniques
Opportunity Assessment	Roadmapping	Solution Design & Validation	Technology & Design Understanding	Roll-Out/Launch Management	Continuous Experimentation
Product Value		Business Modeling			

People Skills & Other Responsibilities

Team Collaboration Skills	Stakeholder Management Skills	Evangelism Skills	Leadership Skills	Communication Skills
		Aligning Product Vision & Strategy	Cross-Functional Leadership	Facilitation
		Product Mindset & Methodologies	People Management & Recruiting	
			Coaching & Mentoring	

Career Canvas

What motivates me at work?		Why is that motivating?	
What skills do I have today? **(Primary & Secondary)**	**What skills do I want to acquire?**		

How to Strengthen Competencies

Formal study

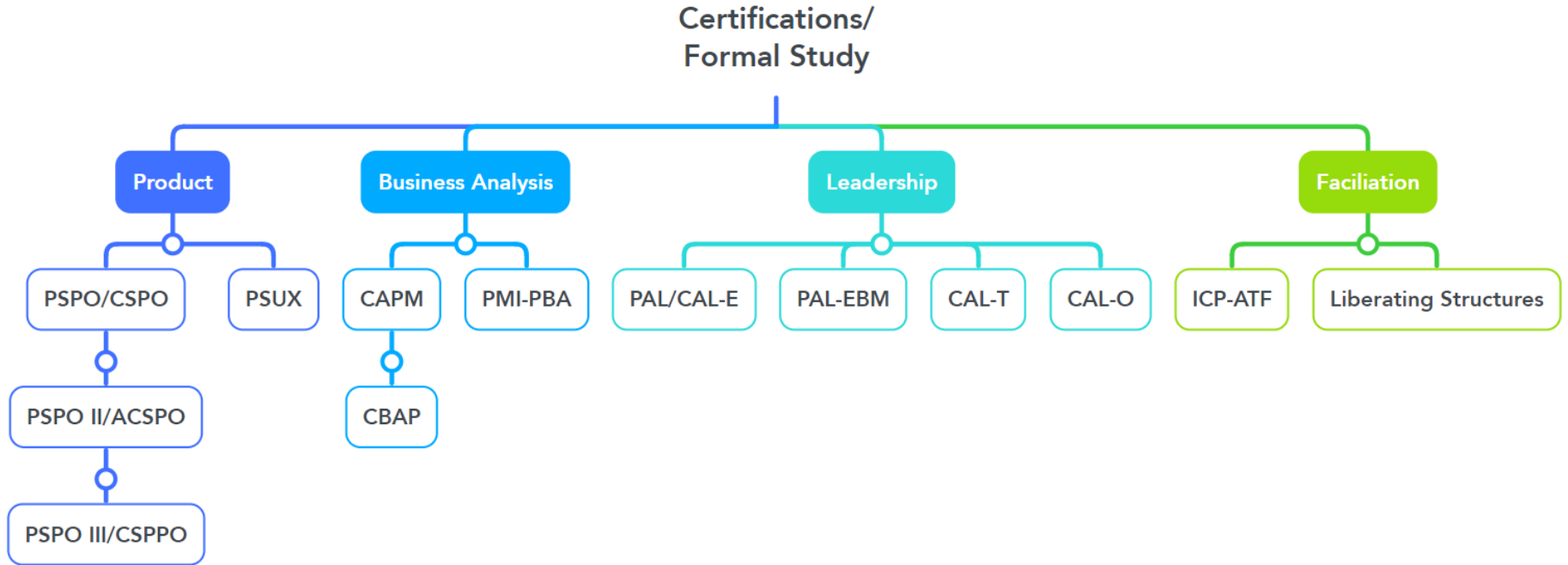Opportunities at work

Opportunities outside of work

Drawing from existing skills

Talk to others

Formal Study

Career Canvas

What motivates me at work?		Why is that motivating?	
What skills do I have today? **(Primary & Secondary)**	**What skills do I want to acquire?**	**How can I acquire those new skills?**	

Next Steps

Career Canvas

What motivates me at work?		Why is that motivating?	
What skills do I have today? **(Primary & Secondary)**	**What skills do I want to acquire?**	**How can I acquire those new skills?**	**What are my next steps?**

Additional Reading

Decoding Product Management – A Skill Matrix to Grow, Coach, Assess and Hire World-Class PMs

Professional Scrum Competencies

Questions

Any additional questions?