Core Product Management Skills

Here a list of core skills all web/mobile software PMs should have.

- **Customer / market knowledge**
  - Who are you building for? How do they think?
  - Develop a systematic and continuous way to understand all ideal users and the market.
  - RSS, google alerts, surveys, phone calls, customer service feedback, meetings, demos, social media.

- **Business / Product Strategy**
  - What are the corporate goals for this year? How are you different than competition? How will you win? How will you sustain the business?
  - All products & services of the company mapped to value/revenue they produce.
  - Stack company up against the competition.
  - Key Performance Indicators that grow the business

- **Usability/Design**
  - What problem are you solving? What are the key metrics? What are the best practices in UX?
  - Translate business requirements into experiences that users will love and grow the business.
  - Create UX wireframes for every use case.
  - Illustrator, Photoshop, Sketch, Paper, Basalmiq

- **Technical Proficiency**
  - What is your tech stack? How are features built? Can you code? Do you understand all programming concepts?
  - Carry a technical conversation with developers.
  - Create requirements in a way that can be easily translated to code.
  - Introduction to Symbolic programming, Code academy

- **Product Development Process**
  - What framework do you use to prioritize features? What is a showstopper?
  - Lead brainstorms
  - Saying no to 1000 ideas to do the 1 best.
  - Product road mapping
  - Simplify vision to minimal viable product with measures for success then iterate.
  - Keeping stakeholders accountable, driving.
  - Know the product lifecycle.
  - Help QA work before it goes out.
  - Wireframes/mockups, MRDs/PRDs.

- **Teamwork**
  - Does everyone in the company know what the product plan is? Do they believe in it?
  - Communication, communication, communication.
  - Earn the respect of and credibility with all departments. Share metrics.
  - Understand how to gain buy-in from stakeholders on product plan.
  - Read Leadership and Self-Deception: Getting out of the Box by Arbinger Institute.

- **Quantitative Analysis**
  - How does an enhancement or bug fix move the needle? Fit into our strategy?
  - Excel, Google Analytics, A/B tests.

For more, email justinhu@gmail.com