How to get promoted in Product

Adapted from Pragmatic Institute Webinar "Promoted with Pragmatic" (5/30/24)

Break a Pencil CONSULTING

Does this sound like you?

- You work alongside (not with) other product managers.
- You are insanely busy.
- You feel like an imposter.

How will you stand out amongst all your peers?

Focus, Deliver, Lead

All while using tools to demonstrate acumen and scale your work.

Focus

1. Prioritize – do the big items first.
2. Remember, product experts are abundant, market experts are scarce.
3. Product Day – pick a day (or ½ day) and turn off notifications, set an OOO email, and focus on the big, meaningful product work.
4. Get out and talk to customers. NIHITO – Nothing Interesting Happens In The Office.

Suggested Resources: Market Discovery Document, Win/Loss Report Template, Distinctive Competencies Worksheet

Deliver

1. Take shortcuts – use the resources and templates available to you from Pragmatic Institute or other Product Management consortium.
2. Stay organized – your goal is to outperform your peers not necessarily by working harder, but by working smarter.
3. Alignment is key – spend time ensuring your stakeholders are informed and aligned.

Suggested Resources: Roadmap Templates, Requirements Templates, Stakeholder Communications Templates

Lead

1. Lead without authority – this is what Product Managers do every day already, so start acting as if you already have the job.
2. Support and help your peers – provide insights, suggestions, feedback, and guidance. Share your tools with them.
3. Think about how you can help the entire Product team – propose solutions.

Suggested Resources: Gap Analysis Tool

After you get the additional responsibility…

- Establish trust and listen
- Do a comprehensive Gap Analysis
- Continue looking for ways to help the entire team
- When you earn more responsibility, don't worry about the title or promotion. That will come. The easiest promotions are the ones where everyone thought it had already happened.

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