

UNSTICK YOUR PRODUCT MANAGEMENT CAREER

CREATIVITY SPARKS TRANSFORMATION

PROBLEM: Most project managers do not approach their careers with the same rigor and planning as they do a new product development project.

SOLUTION: Parallel opportunity identification with the same creativity tools and innovation ecosystems used for product management.

DEFINITIONS:

- **Product Strategy:** A plan or roadmap to achieve future goals and objectives within constraints of a business environment.
- **Values:** Any philosophy or principle to which a person or company adheres with some degree of emotion. Who you are and what you stand for.
- **Mission Statement:** A Short paragraph that is shared internally and externally documenting an entity's values, how they engage in business.
- **Portfolio:** A set of projects that deliver the organization's strategic value. A collection of commercialized products, brands.
- **Job Experience Inventory (JEI)®:** An individual's collection of their lifetime jobs including time, title, company, strength, skills, dislikes.
- **Process:** Repeatable set of tasks and steps used by a firm to convert an idea into a commercially available product or service.
- **Rolling Wave Planning:** An iterative project management planning methodology that breaks large goals into waves of work (short-, medium-, and long-range).
- **Go Clock®:** A simple tool for action planning that starts first with the lowest risk step and builds with the next right step.

Values Exercise

Achievement	Competency	Health	Leisure	Security
Adventure	Creativity	Honesty	Loyalty	Service
Attitude	Faith	Humor	Optimism	Stability
Authenticity	Family	Justice	Peace	Status
Authority	Friendship	Kindness	Perseverance	Trust
Balance	Fun	Knowledge	Pleasure	Wealth
Charity	Generosity	Leadership	Popularity	_____
Compassion	Growth	Learning	Recognition	_____

My Values:

My Draft Mission Statement

Job Experience Inventory (JEI) - Most Recent Opportunity

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Time Period	Job Title	Company	My Strengths in the Position	New Skills I Learned	What I Didn't Like

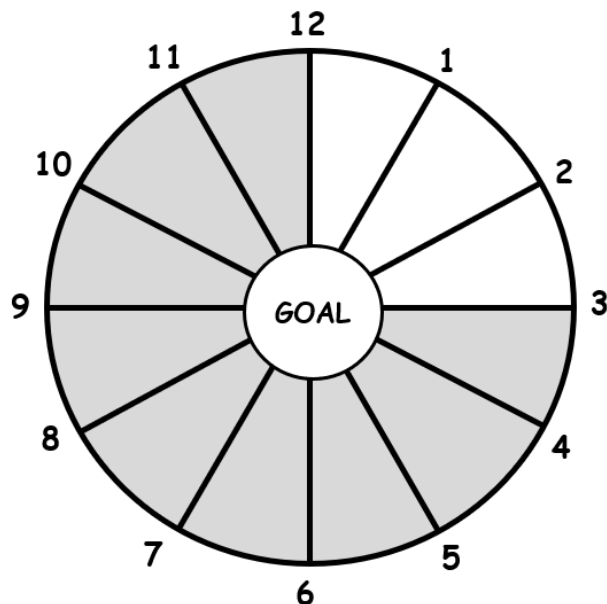
Three Characteristics of My Ideal Job / Opportunity



Any Skills Gaps for My Ideal Job?

Your Action Plan - The Go Clock

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Free 5-Day Creativity email Class

includes download of *ACCELERATE:*
20 Ways Product Managers Fuel Innovation

