

Additional Resources

Unstick Your Product Management Career

CREATIVITY SPARKS TRANSFORMATION!



## Teresa Jurgens

Global NP Solutions, LLC



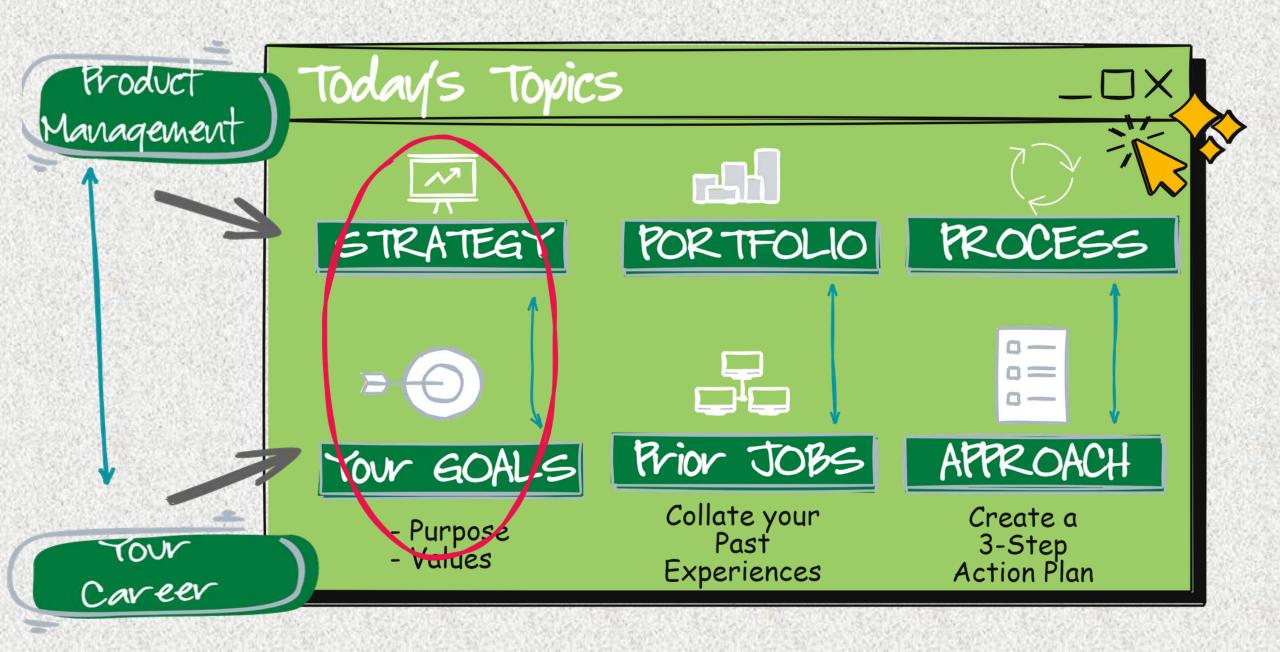
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## Benchmark: Sample Mission Statements



Inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.





Organize the world's information and make it universally accessible and useful

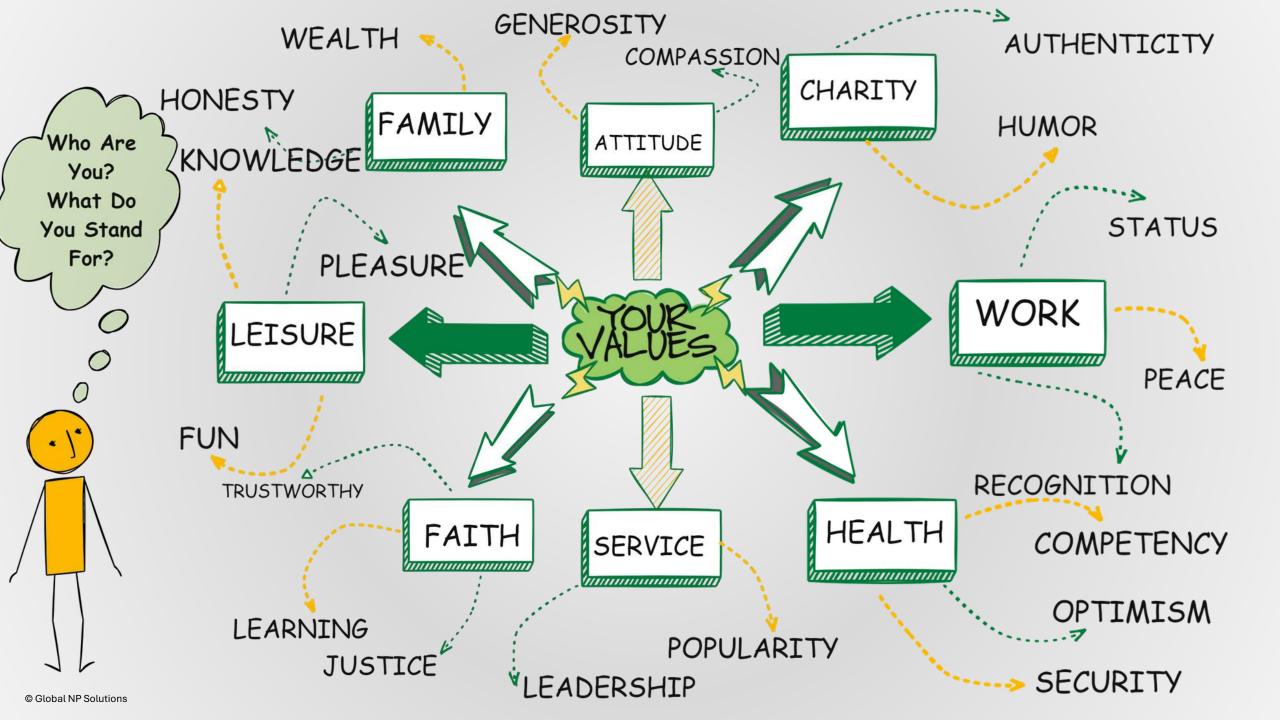


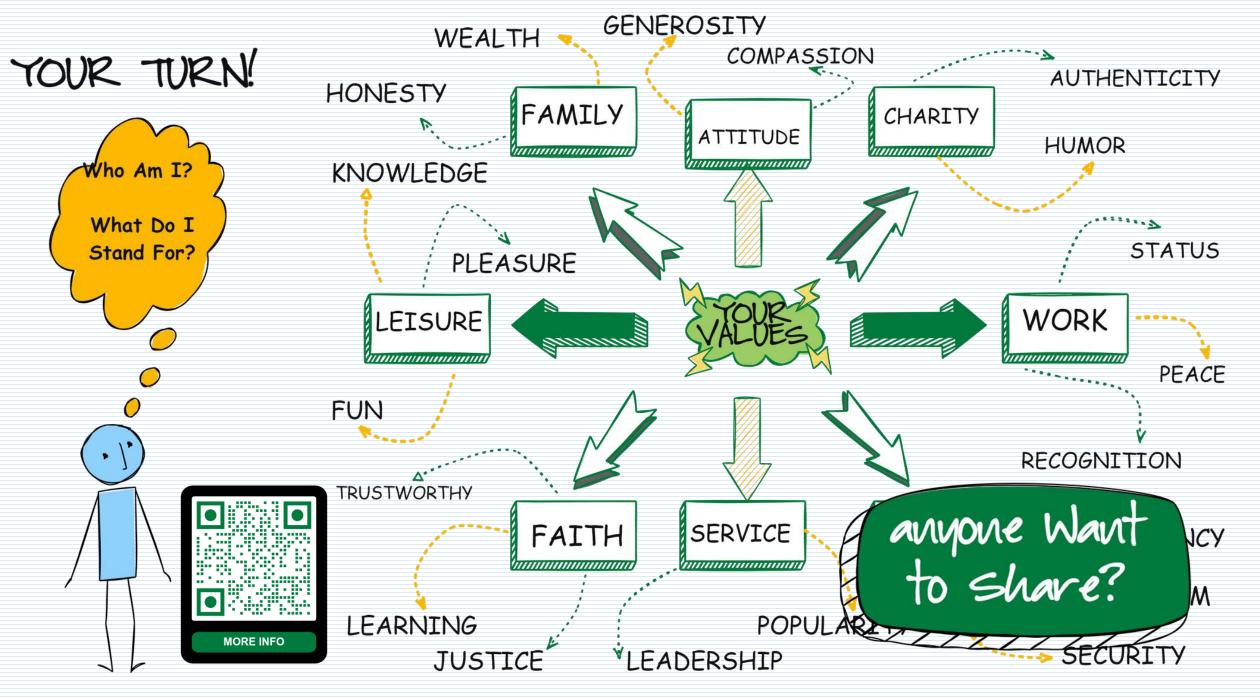


Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete



Who They Are What They Stand For

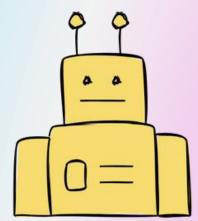




#### hard work

## helping

### honoring God



"My mission is to embody hard work and dedication in all I do, while

helping others with honesty and humility. I strive to honor God in my

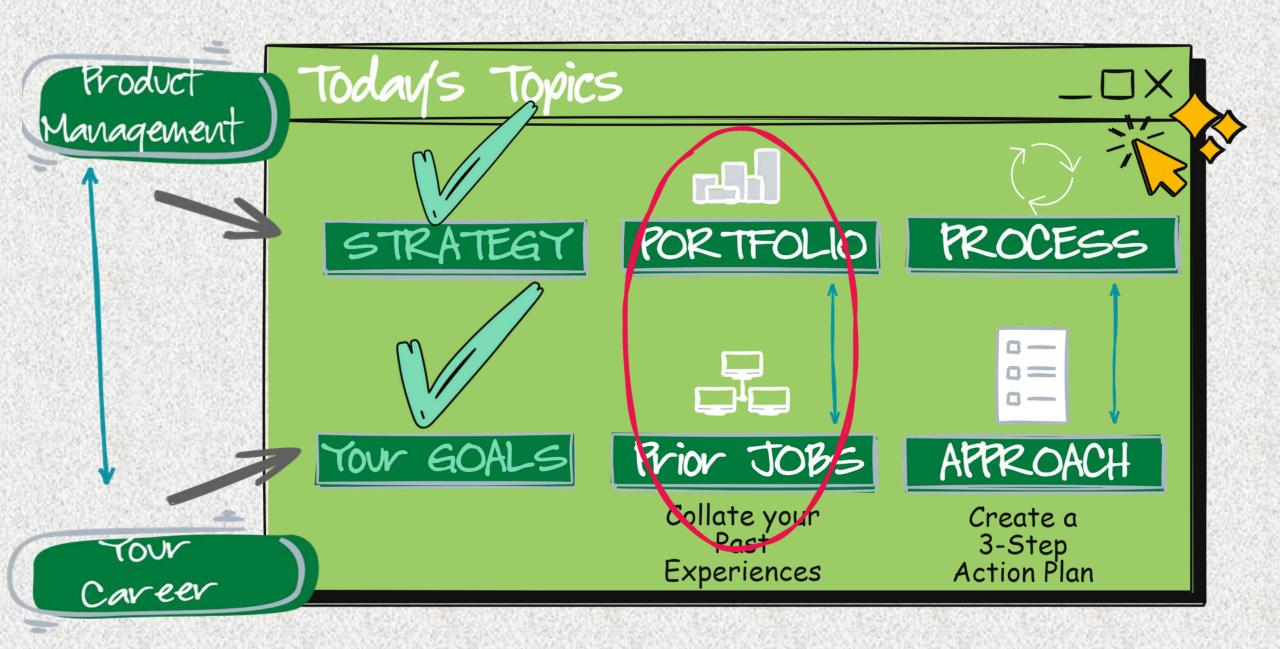
actions, fostering relatio

egrity, service, and respect."

honesty

My Values

humility



## product portfolio



THE INNOVATION PORTFOLIO BOOK



100 Days to Effective Product Portfolio Management

Teresa Jurgens
PHD, MEA



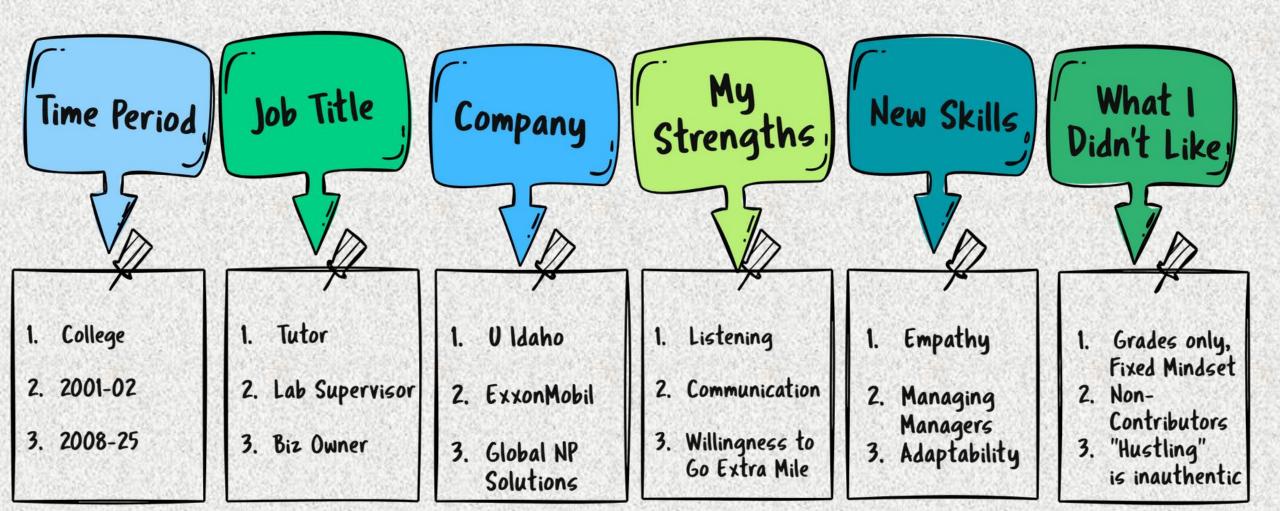
The suite of products and ideas that you intend to sell.

Risk strategy Competition

Timing

Identify Gaps

## JOB EXPERIENCE INVENTORY (JEI)



## YOUR TURN! JOB EXPERIENCE INVENTORY (JEI) Your Job Today - Recent Job Time Period, Job Title Company Strengths New Skills Insights to share?

Summarize Your JEII with Al

It look These values emphasize understanding and addressing the needs of others, whether it's exper eagues, customers, or diverse groups. aspir to you share highlights the importance of fostering clear, control tive dialogue, regardless of the audience or commitment to maintaining high continually improving. If yo These values reflect intellectual curiosity and the educa ability to think innovatively when solving problems what or helping others understand complex concepts. a pow shapir

Helping Empathy

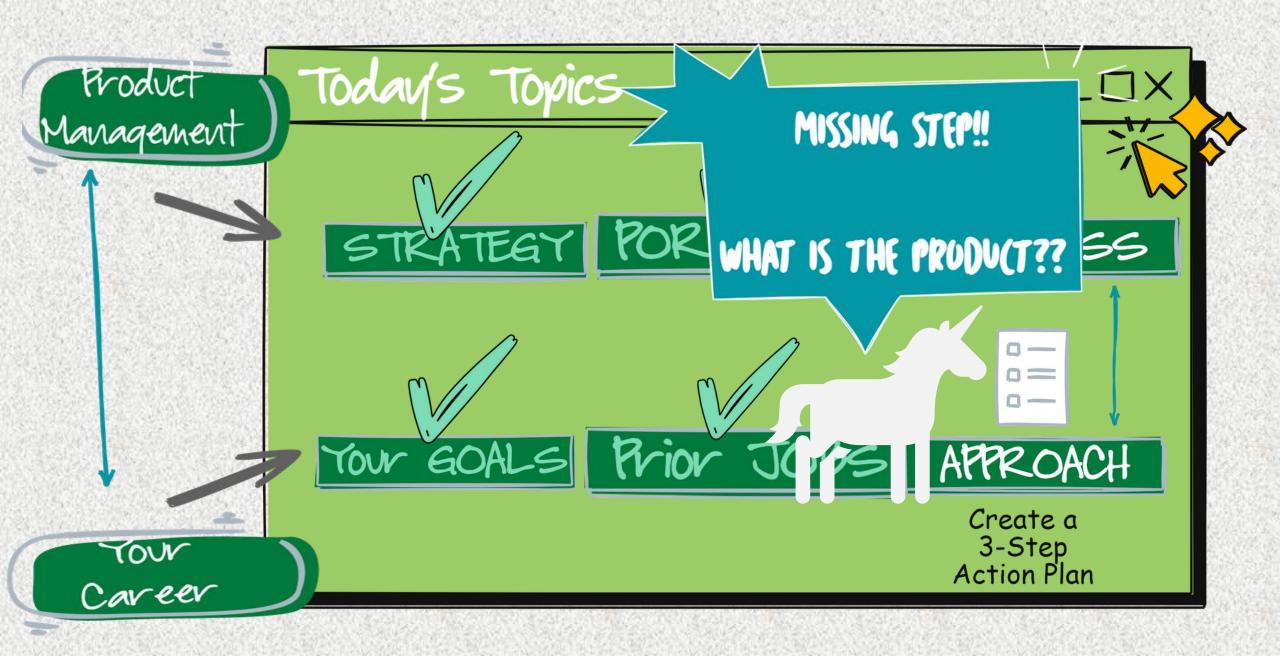
Honesty

Hard Work

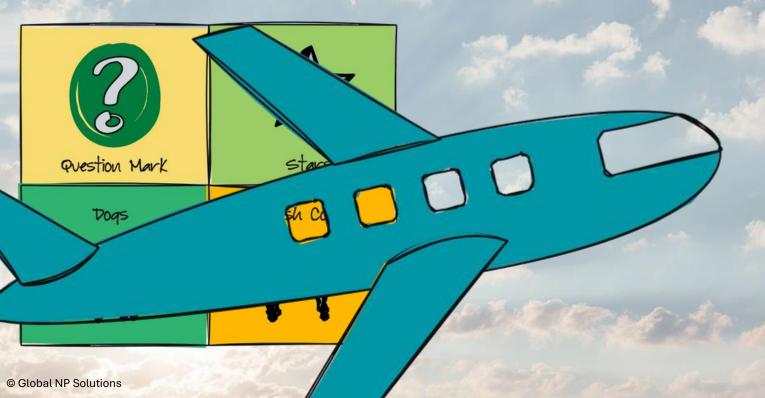
Meaningful Contribution

Honor God Growth

Humility



## What is thour debeat? Job?





Imagine your ideal job.

Close your eyes, breathe deep for a moment.

Consider that perfect job.



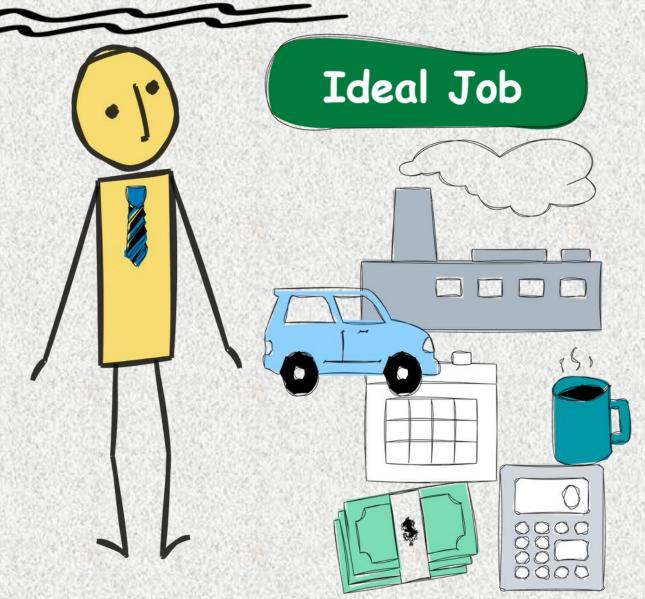
Breathe deep again.

What are three characteristics of this job?

Take another deep breath.

Open your eyes slowly and write down those three traits.

## HOMEWORK: Can You Identify Any Gaps?



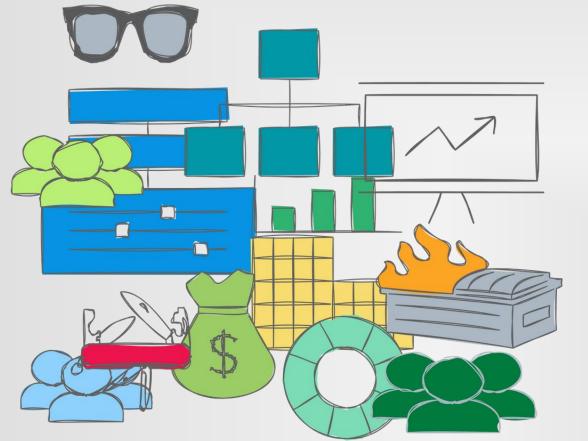


#### JEI

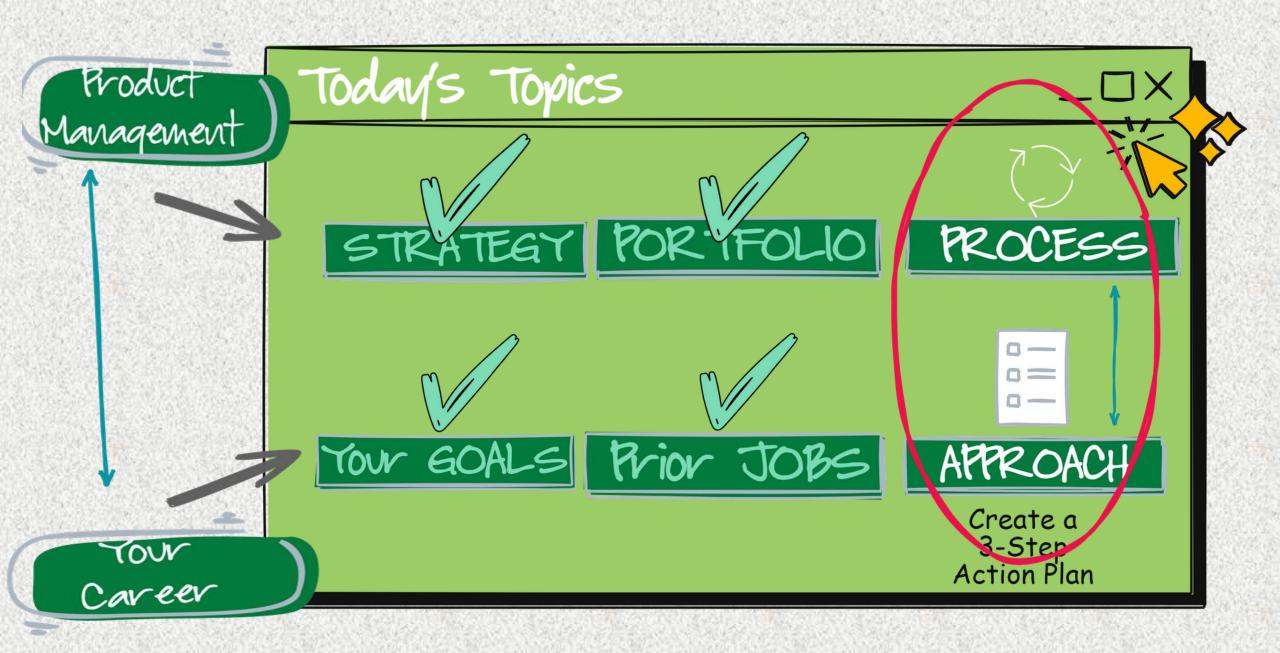
Your Values, Strengths, Skills, Dislikes



Yay! Your insights are paying off!
Your ideal job is . . Certified Professional
Project Manager!







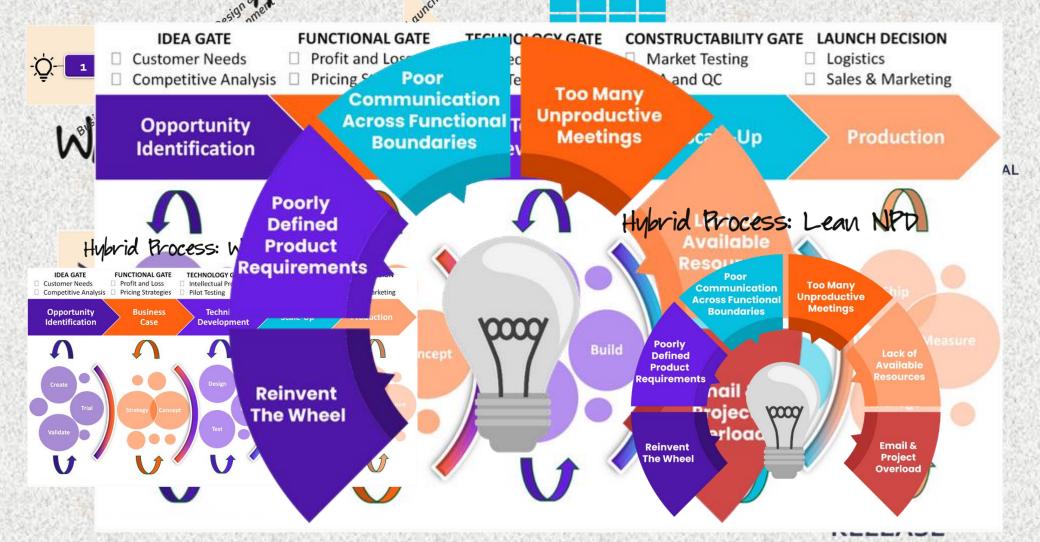
# THE INNOVATION PROCESS BOOK New Product Development Tools for Project and Product Managers Teresa Jurgens Phil, NPDP, PMP

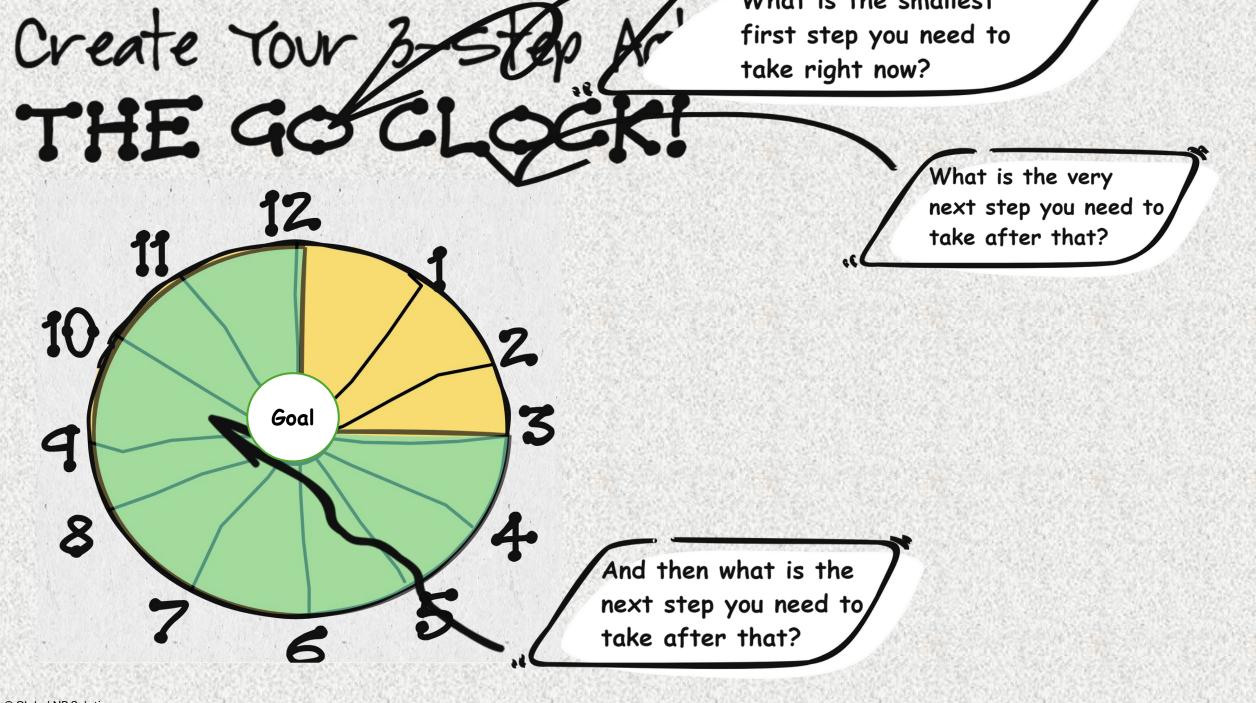




## Innovation & NPD Processes

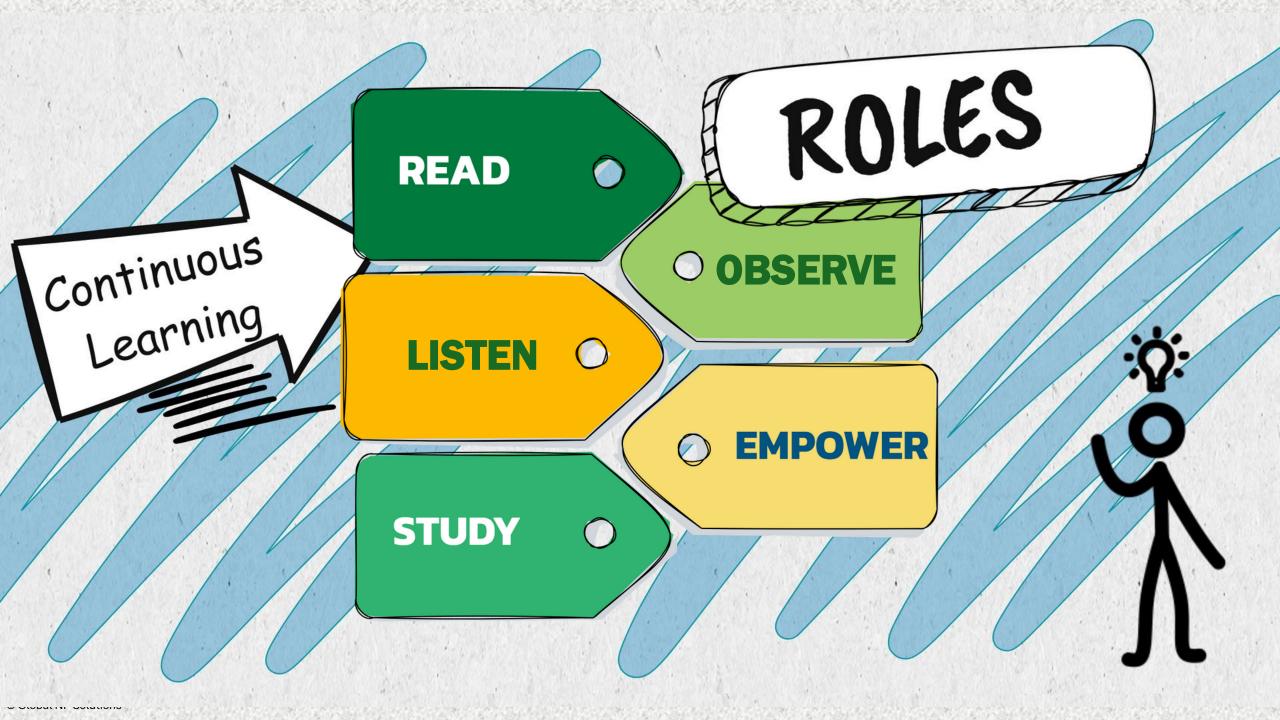
WATERFALL / SHANGBOOKERSS: LANGAGINGUE TRUPPEDM

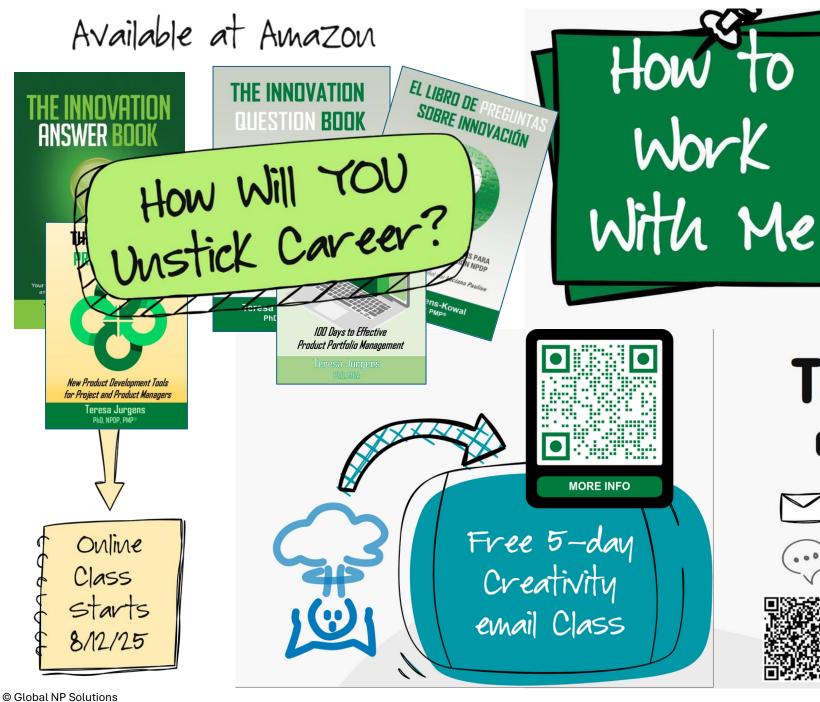


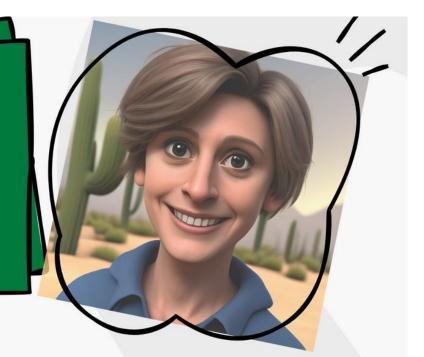


Example 3-Step Action Plan
THE GO CLOCK! HOMEWORK: Complete the rest of the Go Clock! Identify a PMP Drep course Block calendar to study PMP









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