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# Non-Tech to Product - Plan & Kit

> 🌵 This is useful if you are currently in a non-tech role. If not, check out this.

> 🙋‍♀️ *To use this template, first duplicate by clicking on the **Duplicate** button on the top right. Template by Product5x. For more such templates, download them here.*

## 🧚‍♀️ Before you start

### What you are getting into?

Product Managers play an intersectional role encompassing multiple disciplines. They don't necessarily build expertise in one single aspect of product building.

Imagine a mini-CEO who is responsible for the success of a product but without direct authority over teams that actually build the product.

You will need to learn how to build successful products and add value with your vision and research. Doing this will garner you respect. Remember, engineers who actually build the product will still command more respect.

**Functions of a Product Manager**

| Aa Function | ☰ What it means | ⊙ Your Experience |
|---|---|---|
| | | |

| Aa Function | ☰ What it means | ⊙ Your Experience |
|---|---|---|
| <u>Research</u> | Analysis of Market, User Feedback, Competition, Technology, and Industry. Brainstorming. Vision setting. | Beginner |
| <u>Planning</u> | Roadmap Creation. A consensus of key stakeholders. | Beginner |
| <u>Product Design</u> | Writing a PRD & Accept Criteria. What goes in a PRD | Intermediate |
| <u>Implementation</u> | Execution, Unblocking engineers, designers, and testers. Tracking. | Expert |
| <u>Test</u> | User Acceptance Testing. | Expert |
| <u>Release</u> | Launch Plan. Monitoring. Measuring Success. Support & Training. | Beginner |

## Imagination vs Reality

| 🥴 Imagination | 😅 Reality |
|---|---|
| PMs are the Boss | Successful PMs always influence through vision & research. They have no direct authority. You may lose the respect of engineers and other stakeholders if you do try to boss them around. |
| It's all about Ideas | Ideas are plenty. The most coveted companies have a high success rate of Products they launch. This has a lot to do with the amount of research & execution of well-thought-out ideas. |
| Build everything the User asks for | Users are great at identifying problems. They may not be as good at prioritising. It's your job to assess & build what matters. |
| PM means Project Management | You may have to do a little bit of project management based on your organisation. Most of your time should go into identifying problems, and |

|  | opportunities. Prioritising. Effective solutions that may or may not need building. |
|---|---|
| PM means Program Management | You are responsible for the launch and support of your product. However, engineering teams decide on timelines. |
| Fresh Grads cannot be PMs | Many tech companies like Google, Microsoft, Facebook, and Yahoo recruit PMs right out of College. |
| PMs set-up Meetings | PMs represent their team to internal and external stakeholders. They are able to reduce the number of meetings their teammates would have to attend. |

## 🏂 Align yourself

🙋‍♀️ Does technical experience matter?

**Well, it certainly helps.**

Why?
Imagine you have been working in the fashion industry for 6 years. You are about to become the Product Category Manager at a major eCommerce platform that sells Apparel. Don't you think your past experience will come in handy?

Similarly, knowing what goes inside a software application help when one starts to manage it.

- Absorbing technical concepts

  While it is not absolutely necessary for a PM to know to code. It helps to know how applications work at a high level. Knowing the stack and concepts to a certain extent helps in making quick decisions.

- Practising Prioritisation

  During your transition, prioritisation becomes an area of importance. This is further made easy if you know some key technical concepts. You should know the fastest way to market. How to cut down fat from a feature so that you can test quickly and iterate.

- Sharpening Analytical Skills

  As a PM, you are required to influence your team through vision and research. And data plays a big role in doing so.

**Timeline (3 Variants)**

| Aa Name | 🗓 Date | ☰ ETA to PM Role | ⊙ Status |
|---|---|---|---|
| Self-learn - Learning Fundamentals | @January 8, 2023 → February 4, 2023 | < 3 Months | Not started |
| Filling the Skill Gap | @February 4, 2023 → February 18, 2023 | 3-10 Months<br>< 3 Months | Not started |
| Self Discovery | @January 1, 2023 → January 7, 2023 | 1-2 Years<br>3-10 Months<br>< 3 Months | Completed |
| Guided - Learning Fundamentals | @January 8, 2023 → January 8, 2025 | 1-2 Years | Not started |

| Aa Name | 📅 Date | ☰ ETA to PM Role | ⊙ Status |
|---|---|---|---|
| <u>Job Hunt</u> | @March 5, 2023 → March 25, 2023 | 3-10 Months <br> < 3 Months | Not started |
| <u>Self-learn + Guided - Learning Fundamentals</u> | @January 8, 2023 → June 8, 2023 | 3-10 Months | Not started |
| <u>Interview Prep</u> | @February 19, 2023 → March 4, 2023 | < 3 Months | Not started |

# 🧘‍♀️ Self Discovery

Understand what you can bring to the table. This will be important to get right from the beginning and give you huge returns in PM Interviews.

## 🤹‍♂️ Skills of a Product Manager

Top 10 companies look for a combination of these.

🔍 **Aptitude & Critical Thinking**

🎨 **Design Thinking**

👩‍💻 **Experience in Tech**

👑 **Leadership**

➗ **Analytical Skills**

🦸‍♂️ **Customer Focus**

💡 **Entrepreneurial Attitude**

🏬 **Industry Expertise**

🧩 **Strategic Thinking**

💬 **Communication**

## ⚾ Find your Pitch

Sneak-peak into your first round of PM interviews.

⭐ Fill in your responses in the yellow spaces in the conversation below.

👩 Senior Product Manager in Product5X

🥶 You

**Why do you want to become a PM?**

List down at least 5 reasons and pick the top 3.

**Why do you think you are a good fit?**

List down at least 5 reasons and pick the top 3.

**What type of Products you are interested in?**

- SaaS
- PaaS
- Consumer
- Consultant Projects

**At which stage of a product you'd like to work on?**

- Early Stage
- Mature

**Focus Area?**

- Growth
- Retention

- Engagement

**How did you make an impact on your current organisation?**

List 2-3 highlights in your stint.

**Why do you want to leave your current job?**

1-2 positive reasons for letting go…

**Which Industry interests you?**

Examples: Ecommerce, Finance, Social etc

Explain Why.

**Where do you see yourself in 5 years?**

Set a single goal. Be specific & realistic.

# 🛠️ Learn the Fundamentals

Recommendations are not sponsored. Feel free to choose outside of these recommendations.

## 🛷 Self-Learn

Duration: **< 3 months**

Options

- [Become a Product Manager | Learn the Skills & Get the Job](#)
- [Building a Product Strategy](#)

## 🚗 Self-Learn + Guided

Duration: 3-6 months

Options

- [Stanford Flex-Online](#)
- [Harvard Entrepreneurship & Innovation](#)
- [Stanford Hands-on](#)
- [ISB Executive](#)

## 🛵 Fully Guided

Duration: 1-2 yrs

- [MBA](#)
- [Executive MBA](#)

## 👨‍💻 Learn the basics of building tech products

If you are transitioning from a non-technical role, you will not be asked to code. However, a Product Manager is expected to know the basics of what goes into software applications. After all the Product you want to manage is an application.

☐ **[Coding for Dummies Cheatsheet](#) is a great place to start.**

☐ **[Build a small Python Project](#)**

☐ **[Software Product Management](#)** (Optional)

## 💪 SWOT

You are the Product here. It makes perfect sense to analyse your strengths, weaknesses, opportunities and threats. Use **Product 5X Skill Bridge** tool to identify

measures to mitigate weaknesses and grab opportunities.

**Fill the gap**

| Aa Name | ⊙ Tags | ☰ Mitigate |
|---|---|---|
| Aptitude & Critical Thinking | Opportunity | Choose from Product5X Skill Bridge tool. |
| Design Thinking | Strength | |
| Coding | Weakness | |
| Analytical Skills | Opportunity | Choose from Product5X Skill Bridge tool. |
| Customer Focus | Strength | |
| Entrepreneurial Attitude | Strength | |
| Industry Expertise | Strength | |
| Strategic Thinking | Opportunity | Choose from Product5X Skill Bridge tool. |
| Communication | Strength | |
| Marketing | Opportunity | Choose from Product5X Skill Bridge tool. |
| Leadership | Strength | |
| Prioritisation | Opportunity | Choose from Product5X Skill Bridge tool. |

# 📫 Finding a PM role

Click below to start your hunt to get experience.

📫 Job Preparation Checklist for Beginners

🌵     Below are some extras to elevate yourself

# 🧍‍♀️ Standing Out

A company receives tons of applications internally and externally every hiring season. Here are a few ways you can stand out.

☐ Do thorough research about the Company & Products. [See how](#).

☐ Do a Case-Study on their Product. [See how](#).

☐ Start a Blog

☐ Start a Vlog

☐ Build a Website [Examples]

☐ Build a Tool [Examples]

☐ Volunteer for assisting PMs in your Company

☐ Compete in Product Breakdown contests

☐ Revamp your Resume [Winning Templates Here]

☐ Add a Cover Letter [Winning Templates Here]


## 📙 Reading List

These books are curated for the holistic development of your Product Thinking Skills. None of these is sponsored.

☐ Zero to One by Peter Thiel & Blake Masters

☐ Hooked by Nir Eyal

☐ Cracking the PM Interview by Gayle Laakmann McDowell & Jackie Bavaro

☐ Psychology of Money by Morgan Housel

☐ Secrets of Power Negotiating by Roger Dawson

☐ Deep Work by Cal Newport

☐ The Quick & Easy Way to Effective Speaking by Dale Carnegie

☐ Rule 1 of Investing by Mike Turner

☐ Inspired: How to Create Tech Products Customers Love by Marty Cagan

☐ The Lean Startup by Eric Ries

- [ ] Build by Tony Fadell

- [ ] 7 Rules of Power by Jeffrey Pfeffer

- [ ] How Women Rise by Sally Helgesen & Marshall Goldsmith

- [ ] Measure What Matters by John Doerr


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🥊 Competitor Analysis

🤿 Case Study