

Professional Development Plan – Template V. 4.0



Company Name: <Enter company name>

Product Name: <Enter product name>

- **Date:** <Enter date>
- **Contact:** <Enter your name>
- **Department:** <Enter department name>
- **Location:** <Enter location>
- **Email:** <Enter email address>
- **Telephone:** <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document introduces a professional development plan template for product management professionals. The goal of this document is to help individuals develop the skills they need for their current or future roles. The long-term objective is to produce constant, structured and escalating professional competencies which translate to better job performance at the workplace.

<Comment: The three types of competencies required by product management professionals are: business competence (set of professional skills and knowledge that relate directly to performing product management), social competence (set of human interaction skills which relate directly to communicating and managing relationships with others in a professional environment's social structure), and personal competence (set of individual personality traits which enable individuals to manage themselves independently and capably). This template is only focused on evaluating and building business competence. It is highly recommended that the preparation of the PMTK Professional Development Plan be performed in collaboration with an experienced product management and/or human resources professional.>

2. Growth Environment

2.1. Section Objective

This section facilitates a better understanding of the business environment in which one aims to grow professionally and in their career.

<Comment: By better understanding their entire business environment, individuals can ensure that the professional choices they make correlate with the dynamics and potential of this environment.>

2.2. Market Overview

<Describe in very general terms the markets in which your industry operates. List the main target market's key characteristics and comment on market size, market growth, and any technological, regulatory, cultural, supply conditions, economic and political trends.>

2.3. Industry Overview

<Describe in general terms the industry to which your company belongs. Note in particular contentions, competitive rivalries and existing partnerships, which take place among the industry players.>

<Comment: Industry is the group of companies which produce and sell a particular type of product.>

2.4. Company Overview

<Describe in general terms your company. Note the company's internal work environment and culture, policies and processes.>

2.5. Company Organization

<Describe your company's organizational structure and reporting hierarchy. Expand on role clarity, promotions policies, internal relationships and management style.>

3. Professional Development

3.1. Section Objective

This section positions planned professional development as a critical element in an individual's own professional growth.

<Comment: Preparing a professional development plan (focused on business competencies) is an individual task in which the output is used solely for the benefit of the designated individual. The plan enables individuals to set professional goals and manage the best way to achieve them. You must reflect upon your own personal and life goals to ensure that the professional choices you make are correlated with your values and beliefs.>

3.2. Professional Vision

<Describe where you want to be in five years from a professional competence and career perspectives. Outline your progressive professional competence and career growth goals.>

<Comment: Your professional vision should realistically reflect your career aspirations and embody your life goals. Focus diligently on areas that are important to you and your career.>

3.3. Professional Vision Motivators

<Describe your professional motivation which explains why you wish to attain your specific professional vision.>

<Comment: Common professional motivators are: respect, recognition, wealth, contribution to society, influence, power, self-fulfillment, self-realization and potential manifestation.>

3.4. Professional Vision Attainment

<Describe what shall be the criteria which would indicate you had attained, in part or in full, your professional vision.>

<Comment: The criteria must be objective and realistic as possible.>

3.5. Mentor Assignment

<If applicable, note the actual name of the person(s) who will serve as your mentor(s)>.

<Comment: Mentors are individuals who via a range of diverse support activities help others achieve their goals. Mentors counsel, guide, support, challenge and assist the individual. Mentors do not instruct or govern the individual's actions. Having a solid and reliable mentor(s) is highly recommended.>

3.6. Mentor Guidance

<Describe the type of support you would like your mentor(s) to provide you with. Explain how your mentor can help you accomplish your own professional vision.>

4. Personal Introspection

4.1. Section Objective

This section facilitates an individual's better understanding of one's self as the basis to initiating a professional improvement process.

4.2. Aversion Zones

<Describe your aversion zones; the professional occupational activities and areas of low interest to you that you dislike and least enjoy doing.>

4.3. Comfort Zones

<Describe your comfort zones; professional occupational activities and areas of high interest which you like and most enjoy doing.>

4.4. Professional SWOT Analysis

<Fill the table below. Full candor and self-awareness are of utmost importance. Also judge yourself in retrospect via past feedback and input others had provided you with.>

Strengths	Weaknesses
<p><Describe the things you do best and personal traits that assist you at excelling. Segment your answer to two groups:</p> <ol style="list-style-type: none"> 1. Strengths and traits which are natural to you. 2. Strengths and traits that were acquired diligently.> 	<p><Describe the things you should try to improve upon and the personal traits that hinder you. Segment your answer into two groups:</p> <ol style="list-style-type: none"> 1. Weaknesses and traits intrinsic to you, which would require too much effort to change with little to be gained or improved by changing them. 2. Weaknesses and traits intrinsic to you, which much can be gained or improved by changing them.>
Opportunities	Threats
<p><Describe all internal and external factors and possible events which can offer you a chance at attaining your professional vision.></p>	<p><Describe all internal and external factors and possible events which could jeopardize your chance at attaining your professional vision. Do not include your own weaknesses as a threat.></p>

4.5. Myers Briggs Personality Type

<Take the Myers Briggs personality test and summarize the result.>

<Comment: Taking the Myers Briggs personality test is optional yet highly recommended. The Myers Briggs model and personality test identify your

personality preferences and can provide great insight to your strengths and weaknesses, allowing you better judgment in your career decisions. For more information, please visit www.myersbriggs.org .>

5. Skills Assessment

5.1. Section Objective

This section assesses the mix of business, technical and soft skills which product management professionals need.

<Comment: This plan does not address the development of personal competencies (diligence, discipline, honesty, responsibility and dedication), social competencies (leadership, team management, conflict management and negotiation), or core soft skills (listening, presentation, etiquette and writing).>

5.2. Scope of Skills

Those in the field of product management must possess a multitude of skills with a cumulative emphasis on strategic thinking and numeric analysis. Responsibilities may vary from company to company, but the core job function encompasses formulating market requirements and contributing to the search for the most productive way to build long-term value for a product.

5.3. Business Competency Components

1. Domain Expertise – specific industry experience and technological know-how.
2. Functional Expertise – knowledge in processes, tools and techniques to plan/market products.
3. Soft Skills – non-technical skills, mostly communicative (written, verbal and presentation), used in business.
4. Strategic Aptitude – long-term planning and decision making abilities that help achieve corporate objectives.

<Comment: Hiring managers, when looking for qualified product managers, carefully consider and query candidates on the four business competency components. Subsequently, product managers' curricula vita should reflect their capability levels in the four business competency components.>

5.4. Competency Table Glossary

- **Importance:** The importance of the activity to attaining the professional vision. (High, Low).
- **Assessment:** How well is the activity being performed. (High, Low, Not Done).
- **Current Proficiency:** Present level of skillfulness or knowledge. (None, Basic, Skilled, Advanced).
- **Target Proficiency:** Desired level of skillfulness or knowledge. (None, Basic, Skilled, Advanced).
- **Developmental Actions:** Specific actions to be taken so the target proficiency is attained.

<Comment: Common developmental actions include various forms of education, training, and gained experience. Be very explicit and specific when describing the developmental actions sections.>

- **Success Criteria:** Measurable standard that indicates the target proficiency is attained.
- **Time Frame:** Time period in which the target proficiency is to be attained.
- **Proof:** Description of the evidence that the success criteria were met.

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5.5. Competency Domains Table

<Fill the table below using the aforementioned glossary.>

Competency Domain	Importance	Assessment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
1. Domain Expertise								
1.1. Industry experience								
* Company								
* Competitors								
* Customers								
* Market								
* Regulation								
* Technology								
1.2. Workplace accomplishments								
* Employee awards								
* Patents issued								
* Products delivered or launched								
* Promotions								
1.3. Appropriate blend of education, training, and credentials								
* Academic education								
* Certifications								
* Diplomas and credentials								
* Internal and on-the-job training								
* Professional training								

Competency Domain	Importance	Assessment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
2. Functional Expertise								
2.1. Writing quality market requirements								
* Creating MRDs								
* Performing VOC process								
* Using requirements management software								
2.2. Ability to execute specific product management tasks								
* Product marketing								
* Product planning								
2.3. Understanding of relevant terminology and definitions								
* Product marketing								
* Product planning								
2.4. Knowledge of product management processes and procedures								
* Product marketing								
* Product planning								
2.5. Familiarity with product definition and management team structures								

Competency Domain	Importance	Assessment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
* Product definition team model								
* Product management team model								
3. Soft Skills								
3.1. Thought leadership								
* Commitment to quality								
* Creativity and innovation								
* Leadership and initiative								
* Market orientation								
* Process improvement								
3.2. Communication skills								
* Conflict management								
* Presentation and public addressing								
* Product demonstration								
* Teamwork and leadership								
* Time management								
* Writing and authoring								
4. Strategic Aptitude								
4.1. Professional development								
* Decision making								

Competency Domain	Importance	Assessment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
* Domain expertise growth								
* Greater responsibilities								
* P&L accountability								
* Progressive career roles								
* Strategic planning and organization								
* Team management								
4.2. Executing a product definition process								
* Product definition team management								
* Product frames model								
4.3. Product and market strategy formulation								
* Business case								
* Marketing plan								

6. Action Plan

6.1. Section Objective

This section categorizes and prioritizes the “developmental actions” (that build competencies) into actionable and sequentially executed subset plans.

<Comment: Each subset plan must be reviewed on a regular basis to ensure the developmental actions are still relevant and being executed properly.>

6.2. Short-Term Action Plan

<List and prioritize the “developmental actions” that you will execute during the first year of your five-year professional action plan.>

6.3. Medium-Term Action Plan

<List and prioritize the “developmental actions” that you will execute during the second and third year of your five-year professional action plan.>

6.4. Long-Term Action Plan

<List and prioritize the “developmental actions” that you will execute during the fourth and fifth year of your five-year professional action plan.>

7. Summary Report

7.1. Section Objective

This section is summary of the preceding sections, thus depicting an overview of the professional development plan.

<Comment: This section constitutes an executive summary of the professional development plan; allowing an effective means to communicate it to relevant parties.>

7.2. Summary Review

- Professional Objective – <Enter text.>
- Professional Vision – <Enter text.>
- Years of Experience – <Enter text.>
- Education and Credentials – <Enter text.>
- Notable Achievements – <Enter text.>
- Strengths – <Enter text.>
- Weaknesses – <Enter text.>
- Top Skills – <Enter text.>
- Desired Skills – <Enter text.>
- Short-Term Action Plan – <Enter text.>

8. Conclusions and Recommendations

8.1. Section Objective

This section provides conclusions and recommendations reached after preparing the professional development plan.

8.2. Conclusions

<Identify and describe any conclusions reached after conducting the professional development plan.>

8.3. Recommendations

<Describe any relevant recommendations.>

9. Supporting Data

9.1. Section Objective

The section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

9.2. Assumptions

<Describe any assumptions made when writing this document.>

9.3. Research Information

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>