

# Blackblot® PMTK

## Performance Review



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## 1. Introduction

### 1.1. Document Objective

This document introduces a product management merit and performance measurement process called the "PMTK Performance Review". The goal of this process and the related tool – the "PMTK Performance Matrix"- is to improve product management functions by measuring and monitoring non-financial performance indicators in product management.

*<Comment: The issue of Key Performance Indicators (KPI), relative specifically to product management and the "PMTK Action Model", is handled in PMTK in the form of assessment and measurement templates. The "PMTK Gap Analysis" template assesses product management activities but does so in qualitative form. More in tune with the quantitative concept of KPI is the "PMTK Performance Review" template, which measures non-financial performance indicators in product management. With the "PMTK Performance Review" template, you can generate FOMs (Figure Of Merit), which are numbers that indicate performance levels and allow you to make baseline improvements and perform ongoing measurements of performance. In addition to generating FOMs, the "PMTK Performance Review" template also indicates, via directional and practical indicators, the particular flaw in product management the company has and guides which actions (or documents) need to be taken (or revisited) to improve performance.>*

## 2. Performance Measurement

### 2.1. Section Objective

This section positions the critical topic of measuring performance in product management as a key learning and feedback component in the PMTK methodology. Performance measurement in PMTK aims to support the effective management, improvement, and execution of product planning and product marketing activities (both disciplines being part of product management).

### 2.2. Performance Measurement Goals

Measuring the efficiency and effectiveness of product planning and product marketing tasks contributes to the attainment of the following company goals and objectives:

- Demonstrate improvements in processes.
- Identify ways to implement best practices.
- Improve inter-departmental cooperation.
- Integrate operational measures and strategic objectives.
- Proactively generate growth in revenues.
- Respond to events and take corrective action.

### 2.3. PMTK Performance Review

The "PMTK Performance Review" is an ongoing process in which product management performance is measured quarterly, using the "PMTK Performance Matrix". Additional performance measurements are taken over time and compared to each other to see if there is improvement or regression, especially if attempts for improvement have been made after the last measurement point. The scoring is done by defining a

performance bar, which acts as a baseline, and then subjectively measuring and assigning a score to each PMTK task.

#### 2.4. PMTK Performance Measurement

This section presents the "PMTK Performance Matrix", a scoring table of product management tasks. Performing the "PMTK Performance Review" is about utilizing the "PMTK Performance Matrix" and the resulting output to help identify areas for improvement in measured product management activities.

*<Comment: The "PMTK Performance Matrix" allows the measuring of merit changes in task performance, processes, product management disciplines, and related competencies.>*

#### 2.5. PMTK Performance Matrix

Competency	Average Score	Merit	Measurement
Market Opportunity	<0.00>		
Customer Understanding	<0.00>		
Product Support	<0.00>		
Process Efficiency	<0.00>		

PMTK Performance Index	<0.00>		
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Performance Bar	3.00
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*<Comment: Use the "PMTK Performance Matrix" MS-Excel spreadsheet to calculate the averages and performance index. Follow the instructions contained within the spreadsheet.>*

### 3. Conclusions and Recommendations

#### 3.1. Section Objective

This section provides conclusions and recommendations reached after conducting the "PMTK Performance Review" and completing the "PMTK Performance Matrix".

#### 3.2. Conclusions

*<Identify and describe any conclusions reached after conducting the "PMTK Performance Review" and completing the "PMTK Performance Matrix".>*

#### 3.3. Recommendations

*<Make specific recommendations on the company's choice and use of strategies, tactics, and performance parameters.>*

### 4. Supporting Data

#### 4.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

- 4.2. Assumptions  
<Describe any assumptions made while preparing this document. >
- 4.3. Research Information  
<If relevant, describe and list the type and scope of research conducted while preparing this document. >
- 4.4. Product Diagram/Architecture  
<If relevant, describe the product's architecture and modules accompanied by a schematic diagram. >

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