

Management for Professionals

Gabriel Steinhardt

# The Product Manager's Toolkit<sup>®</sup>

Methodologies, Processes, and Tasks  
in Technology Product Management

*Second Edition*

 Springer

# Blackblot Career Management for Product Managers™ Course

## Syllabus

### Course Description

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The **Blackblot Career Management for Product Managers™** (CMPM) course is a comprehensive training program designed to equip product managers with the knowledge and tools to strategically plan and actively manage their careers using a structured framework.

Delivered in an interactive, results-oriented format, the course leverages the globally adopted **Blackblot Product Manager's Toolkit®** (PMTK) methodology to guide participants in assessing professional skills, defining career objectives, and navigating the evolving skills-based hiring landscape.

Participants will explore the foundations of career planning in product management, covering the product manager's professional domain, titles and skill progression, and pathways for internal and external advancement.

The course progresses through key topics such as skills-based CV creation, interview and offer evaluation, promotion strategies, and maintaining professional credibility during career transitions.

By the end of the course, participants will be able to follow a personalized, skills-based career plan that strengthens employability and supports long-term career growth.

This course is ideal for professionals seeking to enhance employability, manage career transitions, or advance in the product management field using a structured approach.

### Who Should Attend

- *Aspiring Product Managers* – Professionals planning a transition into product management and aiming to strengthen employability and readiness.
- *Practicing Product Managers* – Individuals seeking to manage and advance their careers through structured planning and skill development.
- *Senior and Experienced Product Managers* – Professionals pursuing career progression, leadership roles, or greater clarity in long-term career direction.

### Key Outcomes for Participants

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- Create a market-ready, skills-based CV and portfolio
- Evaluate and strengthen product management career skills
- Build a personalized, skills-based professional development plan
- Navigate job searches, interviews, and career transitions confidently
- Plan long-term career growth and advancement in product management

## **Blackblot Training Package**

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- Blackblot PMTK® templates account, lifetime access, and updates
- Digital course slides and action plan
- Official digital certificate

## **Registration and Pricing**

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To register or inquire about group rates and private sessions, contact [info@blackblot.com](mailto:info@blackblot.com)

## Course Syllabus (Day One)

### Introduction

- Agenda
- Learning Objectives
- Pedagogy

### Why Product Management

- Path to Executive Management
- Compensation and Demand
- Product Manager's Mindset
- Individual Contributor or Leader

### Product Management Domain

- Four Types of Product Management
  - Generalization Approach
  - Technology Approach
  - Business Approach
  - Methodology Approach
- Methodology Approach Definitions
- Four Types of PM - Recap
- Full-stack Product Manager
- Career in Product Management
- Decoding Product Manager Titles
- Product Manager Titles/Skills by Rank

### Entering Product Management

- Professional Identity
- Pathways into Product Management
- Internal Transfer
- No PM Experience
- Traditional Hiring
- Skills-based Hiring
- Preparing Your CV
- Modern Recruitment Process
- Ghost Jobs
- Product Management Interview
- Negotiating The Offer
- Evaluating An Offer

### Remaining In Product Management

- Work Environment
- Internal Promotion
- Establishing Credibility
- Projecting Professionalism
- External Promotion
- Online Promotion
- Social Media
- Product Management Training
- Product Management Certification
- Layoff Guide
- Between Jobs
- Economic Upturn and Downturn

### Advancing a Product Management Career

- Study Plan
- Three Tips for Success
- Action Plan Recap

### Summary

- Recap
- Summary

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## **The Product Manager's Toolkit®**

Methodologies, Processes, and Tasks in Technology Product Management, *Second Edition*

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

**Management /  
Business for Professionals**

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