Management for Professionals

Gabriel Steinhardt

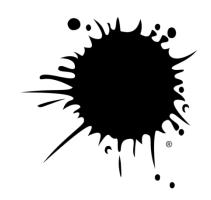
The Product Manager's Toolkit®

Methodologies, Processes, and Tasks in Technology Product Management

Second Edition



Blackblot Career Management for Product Managers™ Course Syllabus



Course Description

The CMPM one-day professional course provides a structured and practical framework for planning, managing, and advancing a product management career.

Delivered in an interactive and results-oriented format, the course applies the *Blackblot Product Manager's Toolkit*[®] (PMTK) methodology to help participants assess professional skills, define clear career goals, and navigate today's evolving, skills-based hiring landscape.

This course is designed for product managers and professionals seeking to strengthen their career direction, enhance employability, and establish a sustainable path to long-term professional growth in product management.

Who Should Attend

- Professionals seeking to strengthen employability and market readiness
- Product managers seeking to actively manage and advance their careers
- · Aspiring product managers preparing for entry into a competitive job market
- Experienced product managers pursuing promotion and leadership positions

Key Outcomes for Participants

- 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

- PMTK[®] toolkit templates license
- Lifetime updates and upgrades to PMTK®
- Digital slide booklet and work plan
- Official course certificate (digital format)

Registration and Pricing

To register or inquire about group rates and private sessions, contact 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
 - o Generalization Approach
 - Technology Approach
 - o 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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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.

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