The Future of Product Management

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The Third Annual Future of Product Management Report

Every year, Product School surveys our global community of Product Managers to extract the key trends that are driving our industry forward. This year, we had more respondents than any other similar research report and we engaged a group of top Product Leaders from Silicon Valley to put the findings in perspective. The result is a compelling view into what the future holds for all Product Managers.

Here's What's Driving the Future of Product Management...

A Silicon Valley Exodus is Taking the Product Mindset Global

Silicon Valley is still Product Management's vanguard, but it's talent is dispersing fast. With the New York Times reporting that San Francisco's tech workers "Cannot leave fast enough," our research shows this mass exodus of talent is already having an impact on all industries. When Product Managers leave the Valley or Bay Area, they take with them not only their belongings, but also the mindset and frameworks that have defined the region's rise to tech and Product dominance. As these intellectual assets disperse, we are seeing the proliferation of the Product Mindset and Product-Led Growth globally.

Product–Led Growth is Changing Everything

The story we found was one of Product-Led Growth. As companies become increasingly Product-Led, demand for Product Managers is increasing like never before. This is putting unprecedented pressure on talent pipelines—providing new opportunities for Product Managers from diverse backgrounds —and revealing how the surge in demand for Product Managers has out-paced the structural adaptations.

Product teams are Diversifying as Demand for PMs Grows

Living in an urban technology hub and having a technical or engineering degree are no longer hard prerequisites to becoming a successful Product Manager. The Product Management talent pool is increasingly drawing from individuals with diverse personal and professional backgrounds. This presents employers with a golden opportunity to cultivate diversity within their Product teams, and incorporate a more inclusive approach to ideation and development as they launch new products.

The Future of Product Management Report is For...

Product Managers

Throughout the report, we'll be showing how the key trends we've uncovered can help yous continue to deliver value and enhance their impact.

Product Leaders

For those running organizations and directing Product teams, we'll show you how the findings of the report can help guide your decision making in the cycles ahead.
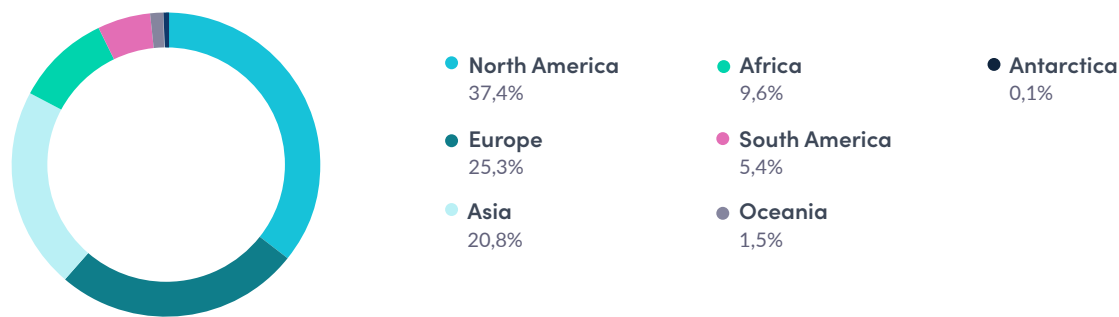
Human Resources Leaders

If your goal is to support the career growth of your employees, we'll help you understand how the forces we have identified can empower the training & education goals of your company.

We Surveyed 5,000 Product Professionals

An in-depth survey designed by our Working Group was sent to the Product School community. Designed to cover a representative sample of our industry, respondents included Product People at all levels, from Associate Product Managers all the way up to Chief Product Officers, and everything in between.

Our record-breaking survey reached Product Managers...

From every continent

North America
37,4%

Europe
25,3%

Asia
20,8%

Africa
9,6%

South America
5,4%

Oceania
1,5%

Antarctica
0,1%

Across multiple industries

Technology
33%

Other
24%

Financial Services
15%

Healthcare & Pharmaceuticals
7%

Retail
6%

Media & Entertainment
5%

Education
5%

Professional Services
5%

From companies of all sizes

27.23%

9.38%

14.58%

48.81%

- ● 1001+ employees
- ● 101-1000 employees
- ● >50 employees
- ● 51-100 employees

In all Product roles

26%
Product Managers

19%
Senior /Group PMs

18%
Other Product Roles

7%
Directors of Product

● **3%**
VPs of Product

6%
Aspiring PMs

● **2%**
Chief Product Officers

With gender diversity

59,9%
Male

37.9%
Female

● **0,5%** Gender Variant or Non-Conforming

From different ages

42%

32.5%

18.1%

5.6%

1%

0.8%

age <20
age 21-30
age 31-40
age 41-50
age 51-60
age 61+

How We Created This Report

We Assembled a Working Group of Silicon Valley Product Leaders

We wanted to tap into the hive mind that drives the engine of Silicon Valley, so we pulled together a Working Group of some of the most accomplished Product Managers working today in the birthplace of Product Management. Together, we crafted a survey designed to go to the heart of what it means to be a Product Manager, Product Leader, or Human Resources Leader working with Product teams in today's world.

Meet the Working Group

Gaurav Hardikar
Senior Director,
Head of Consumer Product
HomeLight

Eva Feng
Head of Product
twilio

Ashok Bania
VP of Product
SOUNDCLOUD

Marily Nika
AR/VR Experience
Product Lead
Google

Leonard Kongshavn
Global Product Lead
Google

Zakir Tyebjee
Senior Staff
Product Manager
hopin

Felix Watson Jr.
Product Manager
Google

Andrew Nguyen
Head of Product
BARK

Carlos Gonzalez de Villaumbrosia

CEO
Product School

Executive-Level Organizational Leaders Enriched our Data with Qualitative Insights

We also interviewed eminent thought leaders at the most innovative companies in order to contextualize our survey findings with qualitative insights. These visionaries run Product teams at top tech companies and brought a valuable, high-level perspective to the story we had begun to uncover. Their observations are included below and provide texture as to how these trends play out in the real world.

Backed by Visionaries

Ebi Atawodi Director of Product	NETFLIX	**Manik Gupta** VP of Product	Microsoft
Joff Redfern CPO	ATLASSIAN	**Kylie Ana Fuentes** SVP of Product	salesforce
Mamuna Oladipo VP of Product	shopify	**Nikhyl Singhal** VP of Product	FACEBOOK
Michelle Parsons CPO	Hinge	**Shiva Rajaraman** VP of Product	OpenSea
Stephanie Neill VP of Product	amazon	**Surojit Chatterjee** CPO	coinbase

Here's What the Future of Product Management Looks Like, Chapter by Chapter

CHAPTER #1
Operationalizing Product-Led Growth Drives Out-Sized Business Results

PLG has gone mainstream, now the most successful companies are taking it beyond mindset and into everyday practices.

CHAPTER #2
Leveraging Company Values Combats High Employee Churn

For top employers who can compete on compensation, values are the biggest driver of acquisition and retention of Product talent.

CHAPTER #3
Hiring from Non-Tech Backgrounds Helps Meet Record Demand for Product Talent

Transitioning non-traditional candidates into Product roles, combined with remote work, allows companies to grow Product teams while advancing DE&I goals.

CHAPTER #4
Defining Career Paths Improves Adoption of Product-Led Growth

As the Product role becomes more of a strategic function, companies need more leaders and CPOs; more defined career ladders are needed to get there.

Let's Discover the Future of Product Management

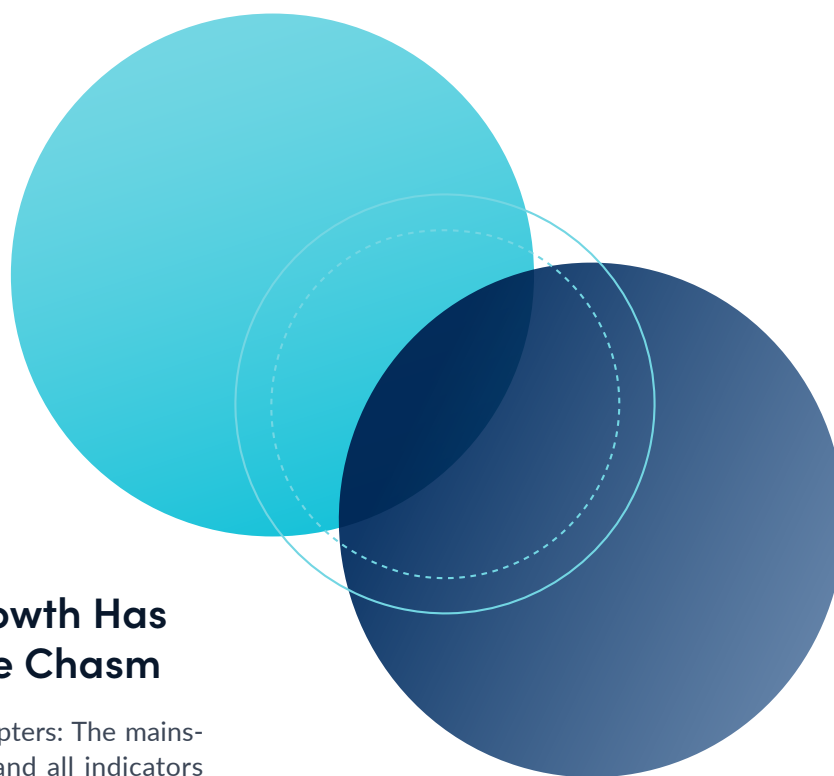The Trend — The Data — Further Insight — Case Study — Key Takeaways

CHAPTER #1

Operationalizing Product-Led Growth Drives Out-Sized Business Results

PLG has gone mainstream, now the most successful companies are taking it beyond mindset and into everyday practices.

Product-Led Growth Has Fully Crossed the Chasm

It's no longer for early adopters: The mainstream is embracing PLG, and all indicators show that it is here to stay.

PLG Was Once a Tactic. Now It's a Mindset.

Driving revenue increase through customer-centric Product optimization has long been one of many tools organizations have deployed. In Silicon Valley, PLG has evolved from a tactic into an organizational mindset that is being operationalized in business processes. This means that every team takes shared responsibility for driving growth through direct user engagement on the Product level. This paradigm shift is driving a surge in demand for Product Managers who can help companies adapt to a Product-Led framework.

The Data

The Data on PLG

From External Sources

- **PMs is**
  is one of the fastest growing roles in the market.
  LinkedIn

- **Zoom credits PLG**
  for their 30-fold increase to 300 million active daily users in 2020.
  Forbes

- **Slack, Calendly, Dropbox**
  claim they grew faster and more efficiently **thanks to PLG**

  Forbes

- **34% ↑**
  more SaaS companies are using PLG in 2021 compared to 2020.
  Fast Company

- **The IT industry is predicted to grow**
  like crazy by 2023:
  - → **104%** growth rate for emerging tech
  - → **50%** growth rate for software
  - → **23%** growth rate for tech services.

  Statista

Product-Led Growth is central to our company's revenue strategy, and it requires all functions – not just PM – to be customer obsessed in order to achieve it. When your company becomes Product-led, growth is everyone's responsibility – and you achieve it by solving for real customer needs, together.
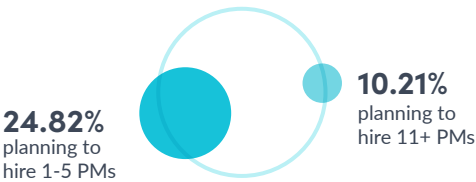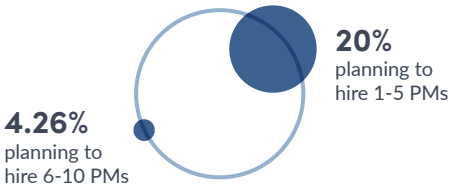
Stephanie Neill
VP or Product at amazon

From Our Survey

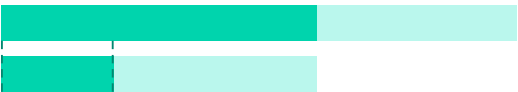In the United States, companies of all sizes are hiring more PMs

Companies with 1001+ employees

24.82%
planning to
hire 1-5 PMs

10.21%
planning to
hire 11+ PMs

Companies with 100-1000 employees

20%
planning to
hire 1-5 PMs

4.26%
planning to
hire 6-10 PMs

This trend is repeating around the world

61.60% all companies planning to hire 1-5 PMs

21.84% from those companies
with 101-1000 employees

The top three benefits all companies associated with being Product-Led are:

Benefits of being Product-led

37.53%

Meeting long-term goals

34.39%

Market competitiveness

33.93%

Attracting talent

From Our Survey

55% of companies
see organizational updates
around Product teams

because of Product–Led thinking

Organizations are including a more customer-centric view of product success in addition to the more traditional business/sales metrics.

34% of companies use CSAT
or NPS scores to measure
product success

43.6% of companies are hiring more PMs, 34.6% see Product Leaders driving annual planning at their organizations, and 31% see more budget being dedicated to Product teams.

43.6%
hiring more PMs

34.6%
Product Leaders driving planning

31%
budget to Product teams
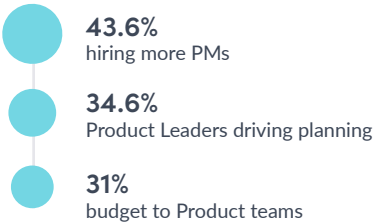
Further Insight

PLG is Driving a Tech Sector Investment Boom

As Product-Led Growth is unlocking new and exciting revenue opportunities, it's hardly surprising that we are seeing a flurry of investments in the tech world.

"To compensate for VC funding typically going to later-stage companies], startups need a solution that is low-cost, high-impact, and that will empower their expansion... Cue product-led growth, or PLG."

Crunchbase

The Data on How Tech Investment is Heating Up

- Venture investment in private startups passed $125 billion in Q4 2021, a 6.2% QoQ volume increase.
  The Venture City

- "3 sectors [Technology Media Telecommunications (TMT), Fintech, AI & ML: all Product-led industries] are heavily favored by investors due to the value they produce and scalability of business models."
  The Venture City

- There are more than 800 unicorns (private companies valued at over $1 billion) worldwide as of November 2021.
  CBInsights

PLG Companies Are Craving Product Talent

The pivot to Product-Led Growth is making companies more customer-centric as they ask "why" first instead of leading with business or sales metrics. This shift in mentality is increasing the demand for Product talent. The result is a shortage in the pipeline for these Product roles.

Case Study

The View from Gainsight

Gainsight, a customer success and product experience platform, sees Product-Led Growth as an effective strategy to respond to competition. Growing competition makes customer acquisition harder and more expensive.

Companies like Gainsight are now leveraging their product to lower customer acquisition costs without being bound to high-touch and costly sales resources. Gainsight's experience shows that, even in enterprise B2B, retention and expansion has a strong correlation with actual product adoption. This is bringing Product Managers closer to usage and revenue, with product usage metrics becoming leading indicators of growth.

"Product–Led Growth is bringing Product Managers closer to usage and revenue, with product usage metrics becoming leading indicators of growth."

Mickey Alon
CTO and Founder

Gainsight PX

Key Takeaways

What This Means For You...

Product Managers

You are in demand
As companies pivot to Product-Led models, demand for Product talent is higher than ever before.

Experience in a Product-Led company counts
When sifting through opportunities, pay extra attention to roles in companies that are already Product-Led. You will experience greater opportunity for career growth, and find yourself more in demand in the long-term.

Product Leaders

Cultivate a growth mindset
The scope of growth has increased! It's not only for marketers or your growth teams. PLG is now everyone's responsibility. Cultivate a mindset that everyone in your organization, no matter their department, has to play a role in driving growth.

Recruit growth-oriented PMs
Talk to your hiring teams about looking for growth-oriented Product Managers who can kickstart or fuel this shift in your company.

Human Resources Leaders

Get your talent pipeline ready
Focus on building out pools of talent ready to supply you with a surge of PLG experienced Product Managers. This is top priority–it's going to be more competitive than you think.

Orient your team around PLG priorities
Work with Product Leaders to help orient new hires and development around Product-Led Growth frameworks and methods.

CHAPTER #2

Leveraging Company Values Combats High Employee Churn

For top employers who can compete on compensation, values are the biggest driver of acquisition and retention of Product talent.

With More Options Than Ever, Product Managers Need the Full Package to Stick Around

Product-Led Growth has driven a surge in demand for Product Managers. But what attracts people to PM roles is not always the same as what keeps them there. To succeed as a beacon for Product talent, employers need to update their understanding of compensation, leadership and company values.

The Data

The Data on Hiring and Retaining Product Managers

From External Sources

- **Top 2** industry for career growth

  Tech is the second greatest industry for career growth.
  LinkedIn

- **6.2%** ↑ Average Increase in Tech salaries

  Tech salaries are increasing around the world.
  Hired

- **$147,000** average salary

  for PMs in the US in 2021.
  Amplitude

- **PMs are**
  149% ↑ more likely to receive a promotion

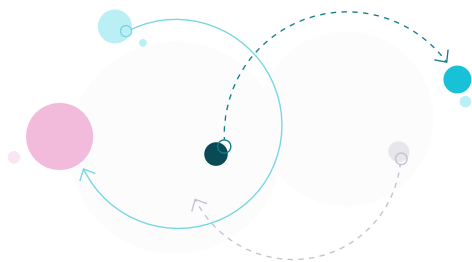 compared to any other role making it a highly attractive career path.
  Linkedin

- In 2021 the
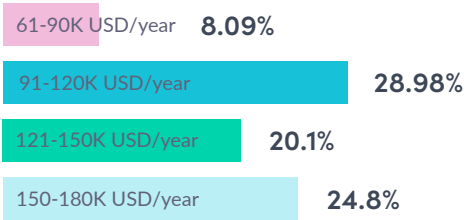 **turn-over rate**

  was between 6 months and 2 years for PMs.
  Amplitude

From Our Survey

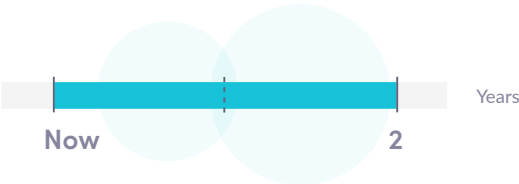## 66.3% of PMs

changed jobs in the last 2 years.

PMs are
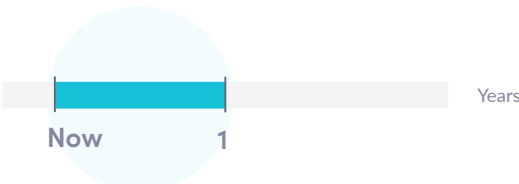# well paid.

Those based in the US made:

61-90K USD/year	**8.09%**
91-120K USD/year	**28.98%**
121-150K USD/year	**20.1%**
150-180K USD/year	**24.8%**

32.64% of PMs

only plan to stay at their current
organization for 1-2 years.

Staying at their organization

Now   2   Years

26.11% of PMs

are actively looking to transition companies
within the next 12 months.

Looking to transition companies

Now   1   Years
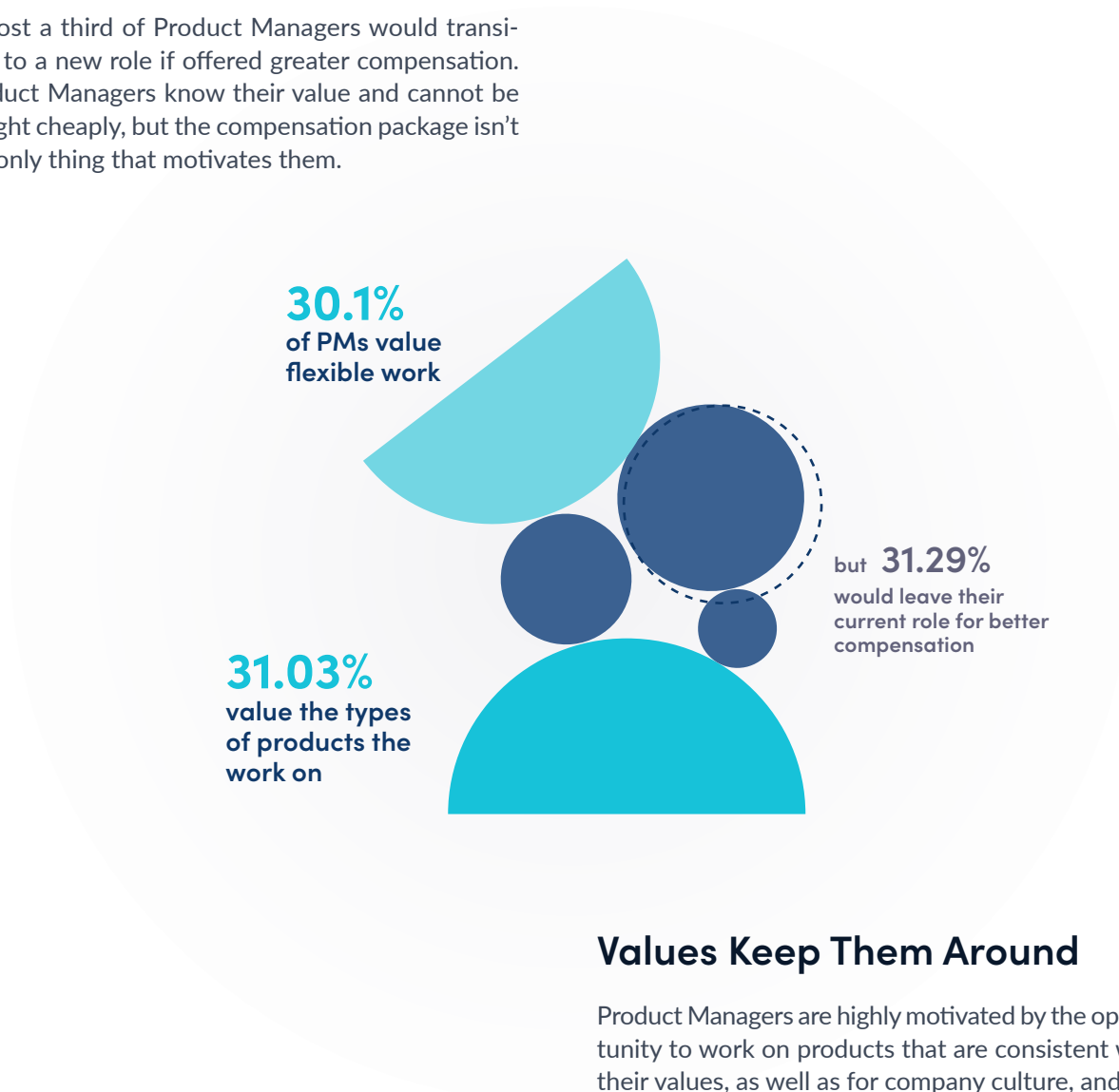
Further Insight

Compensation Can Attract Product Managers

Almost a third of Product Managers would transition to a new role if offered greater compensation. Product Managers know their value and cannot be bought cheaply, but the compensation package isn't the only thing that motivates them.

30.1%
of PMs value
flexible work

but **31.29%**
would leave their
current role for better
compensation

**31.03%**
value the types
of products the
work on

Values Keep Them Around

Product Managers are highly motivated by the opportunity to work on products that are consistent with their values, as well as for company culture, and the flexible lifestyle that can be associated with work in the tech industry.

Competitive Compensation Depends on The Product Career Path

Where does your company fall on the PM salary band?
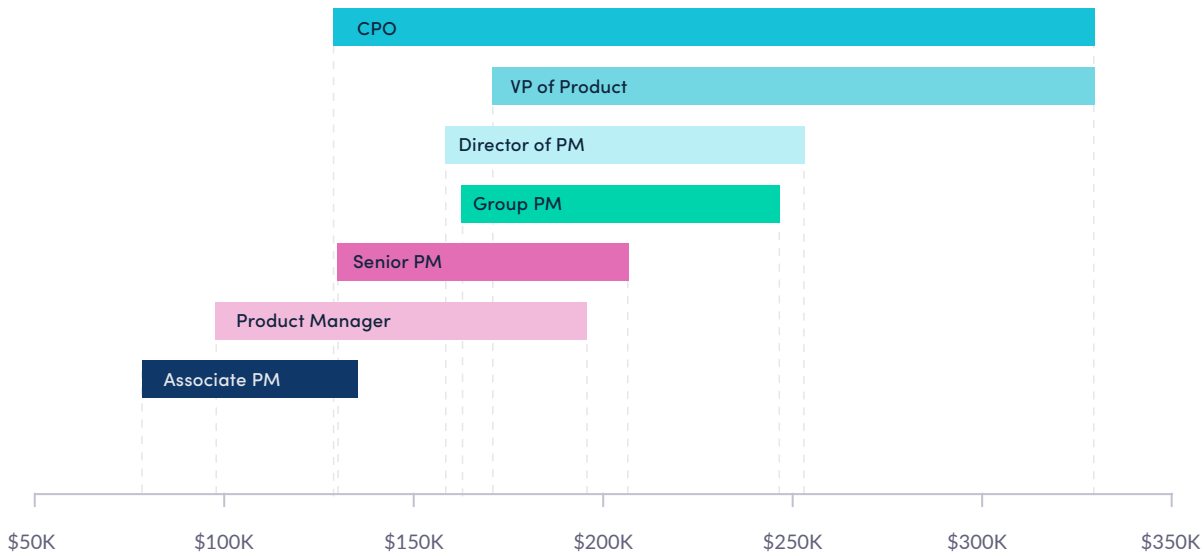
Glassdoor

- **CPO**
  Up to $327k USD

- **VP of Product**
  Avg: $237,525 USD

- **Director of PM**
  Avg: $200,654 USD

- **Group PM**
  Avg: $200,711 USD

- **Senior PM**
  Avg: $164,098 USD

- **Product Manager**
  Avg: $138,489 USD

- **Associate PM**
  Avg: $103,634 USD

Case Study

The View from Product School

Product School is the leading education provider for Product Managers and the companies that hire them. While they train Product Managers, they also hire them on their education team to build out their training products and enhance their student's experience. This gives Product School deep insight into what actually makes Product Managers tick.

People don't usually go into Product Management because they want to follow orders and constantly seek approval. Rather, they want to be independent thinkers and problem solvers with room to innovate. Even in a space that may not be as technologically "sexy" as self-driving cars or virtual reality, there are still many chances to innovate within an industry, leverage emerging technologies, and shake up the status quo. When a Product Manager doesn't feel like their current gig is giving them that chance, they're likely to look elsewhere for a job that will let them scratch that itch.

"Product Managers want to be independent thinkers and problem solvers with room to innovate"

Rachael Larsen
Head of Education

Product School

Key Takeaways
What This Means For You...

Product Managers

Think beyond compensation
Compensation will always be a factor, but choosing your job is a two-way interview. Dive deep to understand the product, and make sure the company and product aligns with your interests and values.

Product Leaders

Clearly communicate the meaning of your work
Be clear with your teams about how the products they are working on deliver value for them as individuals, and how that aligns with the whole company's vision.

Make your team feel fulfilled and empowered
Build a team culture that encourages mentorship and empower team members to express their needs and wants when it comes to values and interests.

Human Resources Leaders

Communicate company values
Make it crystal clear how your company, manager, team, and product align with the value of the candidates you are interviewing.

Compensate competitively
Top talent is aware of their market-value and will demand top salaries and benefits, even if they are just starting out.

Invest in your team's development
Double-down on training and onboarding measures to show your company's commitment to values and to nurturing talent.

Hiring from Non-Tech Backgrounds Helps Meet Record Demand for Product Talent

Transitioning non-traditional candidates into Product roles, combined with remote work, allows companies to grow Product teams while advancing DE&I goals.

Surging Demand for PMs is Forcing Employees to Expand Their Hiring Pool

With PLG putting companies under pressure to recruit Product Managers at record speed, employers are having to look beyond traditional sources to find enough talent to meet their needs. This means that Product Managers are being recruited from more diverse backgrounds than ever before.

## Flexible Hiring is Changing the Face of Product Management

Diversity of background doesn't necessarily mean diversity of demographic, but it can. With flexible hiring practices and openness to remote work, recruiters can start to recognize that the PMs of tomorrow can and should look different than the PMs of yesterday. This has implications for career structures (see Chapter #4) as companies will need to work to ensure fair and equitable advancement for Product Managers of diverse and hitherto underrepresented backgrounds.
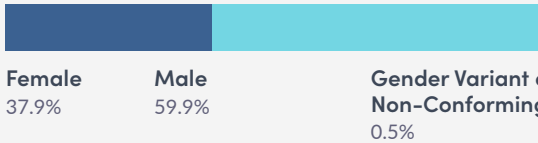
The Data

The Data on Diversity in Product

From External Sources

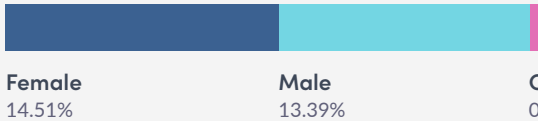- The gender distribution in Product remains skewed.
  LinkedIn
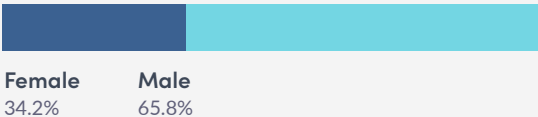
Female
34.2%

Male
65.8%

Our overall survey respondents were:

Female
37.9%

Male
59.9%

Gender Variant or Non-Conforming
0.5%

*the rest preferred not to say

BUT when we broke down the survey respondents by role type, in the PM role, our respondents were

Female
14.51%

Male
13.39%

Other
0.6%

Showing more female than male

- Product Managers educational backgrounds
  Amplitude

Business
23%

Computer science
15%
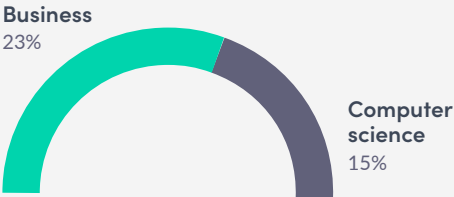
Among product profesionals, the most common university majors include business, computer science, social science, engineering and humanities.

From Our Survey

Backgrounds

More than

50% of PMs

now have a background in
non-Product roles.

Educational backgrounds for PMs

Bachelor's Degree	Master's Degree	Tertiary*	PhD
42.04%	37.6%	16.71%	1.57%

*University or college education but no degree

Tools

60.9%

of Product teams

are using at least 1 type of low-code/
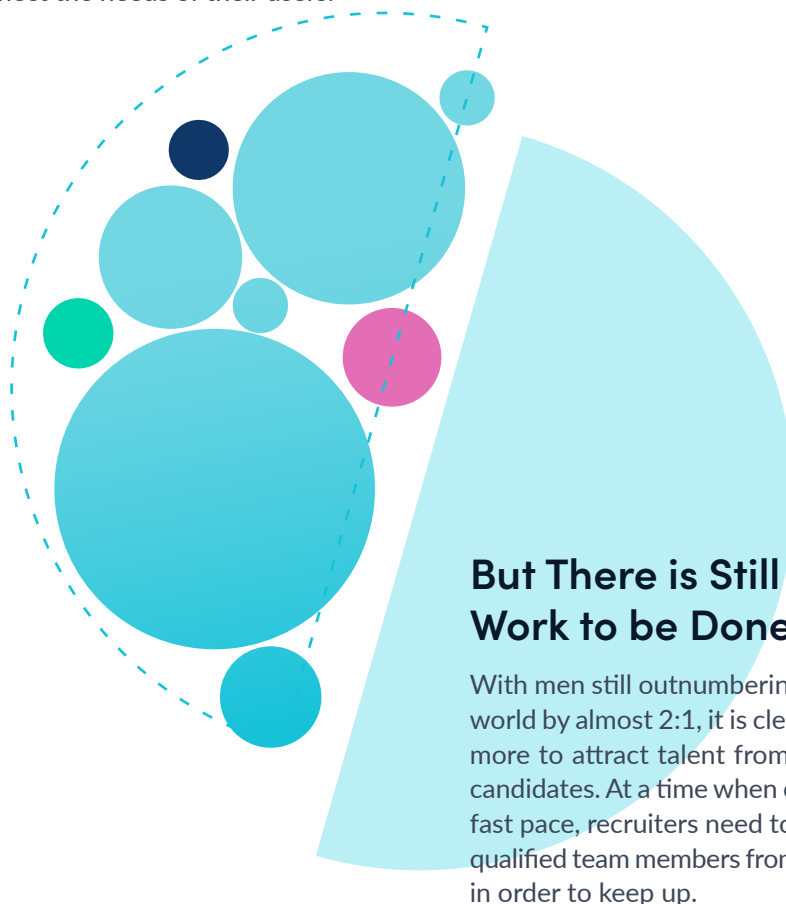no-code tool.

60.9%
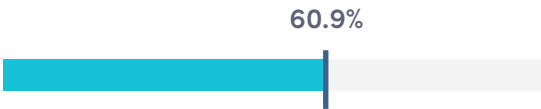
Outside of the US

Product teams outside of the US use
low-code/no-code tools more than
teams within the US, suggesting they
are able to hire from an even more
diverse talent pool.

Further Insight

Demand is Driving Diversity

While Product Managers were once largely drawn from tech backgrounds, the data shows that this is no longer the case. More Product Managers from a wider diversity of backgrounds means fresh perspectives and more talent that can drive companies to better understand and reflect the needs of their users.

But There is Still Work to be Done

With men still outnumbering women in the Product world by almost 2:1, it is clear companies can still do more to attract talent from a more diverse pool of candidates. At a time when companies are hiring at a fast pace, recruiters need to be open to considering qualified team members from non-traditional sources in order to keep up.

Case Study

The View from MURAL

MURAL is a digital-first visual collaboration platform that helps Product Managers plan and executive launches and work with designers. DE&I has always been core to MURAL's mission. This is reflected in their diverse team, which is gender-equal and reflects seven different languages and nationalities.

MURAL's commitment to DE&I has allowed them to build products that also reflect a diverse and inclusive user base: Their new (Beta) Screen Readers tool enables people who are visually impaired to take part and collaborate with their team members using MURAL. This is a fantastic example of a culture of DE&I being reflected at every stage of an organization, from team composition right down through product features.

"A commitment to diverse hiring can allow companies to to build products that also reflect an inclusive user base."

Gefen Lamdan
Principal Product Manager

Key Takeaways
What This Means For You...

Product Managers

Background is no obstacle
Do not let the fact that you are from a non-tech background (or any other aspect of your background) hold you back. In fact, it can actually be a strength especially if it aligns with an organization's DE&I goals. Focus on building your portfolio, and shoot your shot.

Inclusivity applies to Product, too
Inclusivity is a mindset that can be applied to building products. Employ that in your day-to-day work and show how the diverse perspectives you bring to the table can better serve your users.

Product Leaders

Define what DE&I means for your teams and your products
Set clear goals and expectations around how diversity can bring value to your product's lifecycle and your team's morale.

Set meaningful expectations
Train your recruitment, HR and management teams not to expect every Product Manager you hire to fit an outdated image of what a PM should be. Diversify expectations, and the candidates you attract will follow.

Human Resources Leaders

Diversify your hiring to meet DE&I goals and attract talent
Hiring from diverse locations and backgrounds can help with your company's DE&I goals, which can also make you a more attractive prospect for engaging with top, value-driven talent.

Train your team on the importance of DE&I
Invest in training on DE&I and clearly defined company goals for hiring. Train to instill a DE&I mindset across your organization so it is reflected not only in your recruitment and HR practices, but also in the products you build and your company leadership.

The best Product Managers of tomorrow may not look or talk the same as the Product managers we were accustomed to hiring or seeing yesterday. The world is changing, and the people who build products need to reflect the people who will use them.

Michelle Parsons
CTO at

Defining Career Paths Improves Adoption of Product-Led Growth

As the Product role becomes more of a strategic function, companies need more leaders and CPOs; more defined career ladders are needed to get there.

Product Managers Are Taking Their Seat at The Table. Companies Still Need to Provide the Chairs

The growth of the Product Manager role has outstripped organizations' ability to cater to them. This means that Product Managers often lack a clear vision for advancement within their companies due to structures and processes not keeping pace with the growth of the function. With PLG raising the importance of the product role, more defined career ladders can have flow-on benefits organization-wide.

The Data

The Data on Product Career Paths

From External Sources

· **94%** **employees**

say they would stay at a company longer if it invested in their learning and development.
Linkedin

· **$240,000**

Is the average estimated cost of losing a Product Manager.
TheAdamThomas

*While training usually costs a few thousand.

"A great product team has a foundation in good judgement and strong execution. Moving forward, it's much more important to build your 'super team' with backgrounds beyond engineering alone."
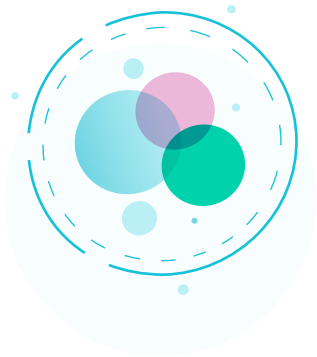
Shiva Rajaraman
VP of Product at   OpenSea

From Our Survey

Product teams

Only
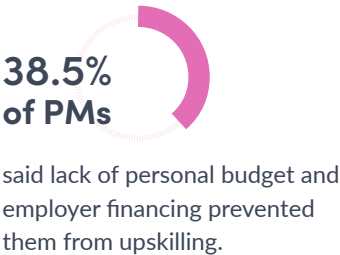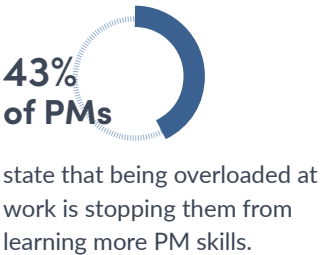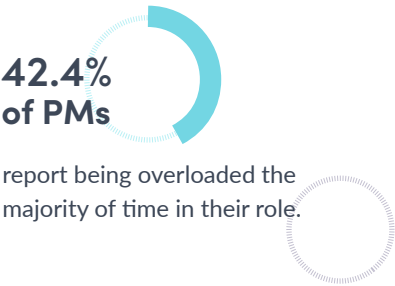### 37,14% of companies regularly assess PMs

Only one third of companies regularly assess their Product teams' level of experience, maturity, and expertise on a regular basis.

45.69% do not have specific PM onboarding

of Product Professionals at companies with 1001+ employees say their companies do not have an official onboarding program that teaches a specific way of doing Product Management at that company.

Obstacles to Growth

42.4% of PMs

report being overloaded the majority of time in their role.

43% of PMs

state that being overloaded at work is stopping them from learning more PM skills.

38.5% of PMs

said lack of personal budget and employer financing prevented them from upskilling.

Career Ladder

What place in the career ladder are PMs currently holding?

Product Managers

Team Leaders	Individual Contributors
34.73%	57.18%

Product Leaders

Team Leaders	Individual Contributors
63.49%	17.46%

As Product grows in importance, the PM career ladder is reaching ever higher

3% — Chief Product Officer

5% — VP of Product

11% — Director of Product

11% — Group PM/Product Lead

19% — Senior Product Manager

41% — Product Manager

10% — Associate Product Manager
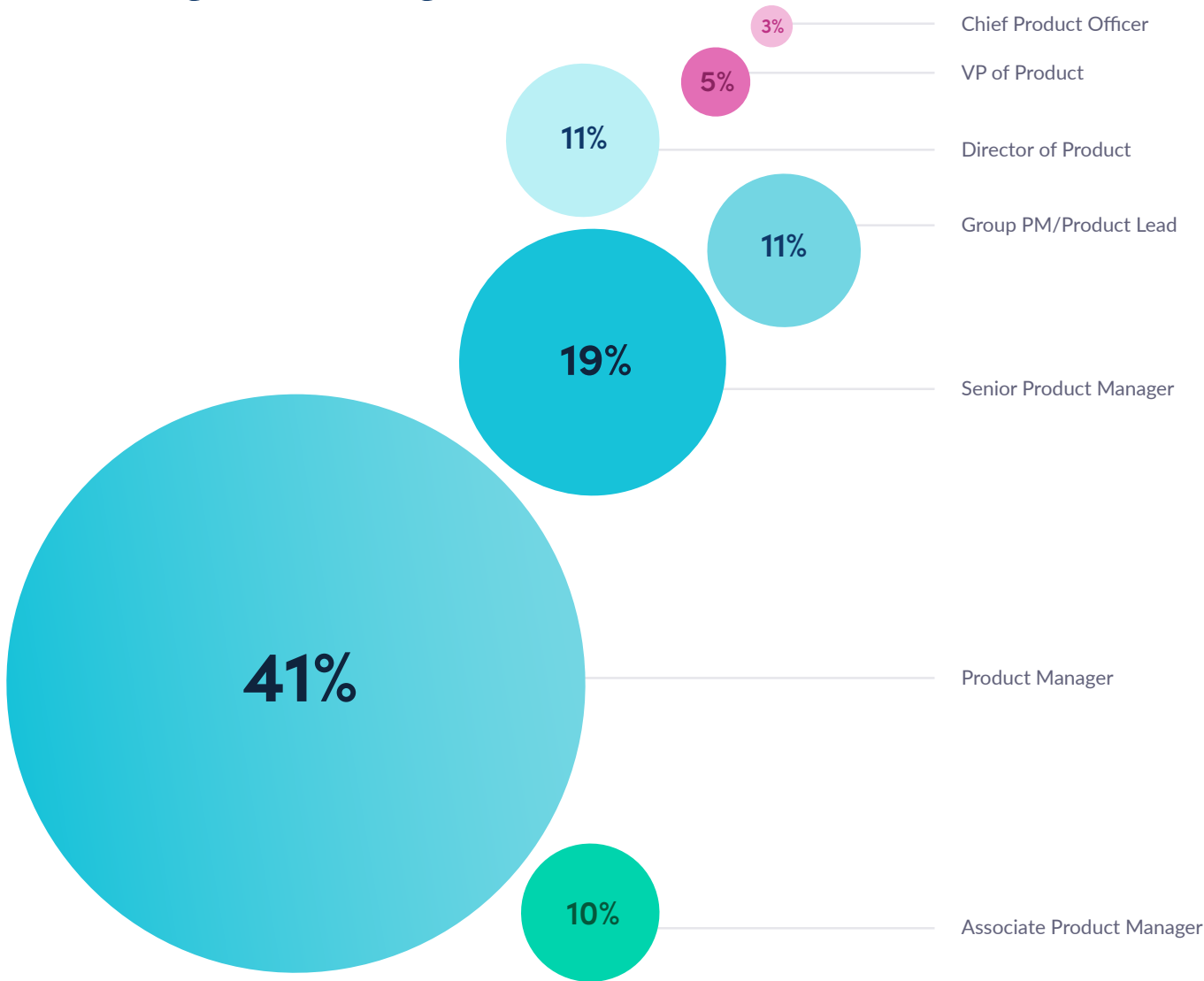
Further Insight

## To Retain and Utilize Talent, Companies Need to Invest in the Product Career Roadmap

How does one advance from Associate Product Manager all the way to Chief Product Officer? What does the career path look like at your organization? Companies need to treat the career pathway like a product, and build out the roadmap so each rung of the career ladder is clear.

The PM Role is Still Evolving Day by Day

The Product role is evolving with more Individual Contributor (IC) tracks emerging much like what we've seen with marketing or engineering functions. Companies need to stay relevant by ensuring that the most in-demand career paths are open to their team members.

Individual Contributor

2.18%

| 21.66% | 15.53% | | 4.25% |

1.58%

Team Leaders

| 13.16% | 8.61% | 7.91% | 6.33% | | 1.48% |
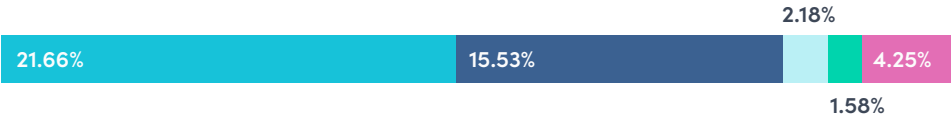
- Product Manager
- Senior Product Manager
- Product Leader
- Director of Product
- Associate Product Manager

The Skills Product Managers Need Are Changing Too

Two forces are simultaneously putting pressure on the skills Product Managers need to succeed in their roles: The rapid development of technology, and the rising importance of the PM position in the context of Product-Led Growth.

"When Product Managers come onboard, they want to know what the roadmap for their careers looks like. You have to invest in building clear career paths for both your individual contributors and managers."

Joff Redfern
CTO at ATLASSIAN

Here's what Product Managers we Surveyed Want to Learn More About

60,1% Building a Product Strategy

43.9% Persuasive Storytelling

36.1% Cross-Functional Leadership

32.6% Leading without Authority

28.5% Stakeholder Management

The Most Important Skills for the Next Decade, According to PMs we Surveyed

27.2% Soft Skills

23.9% AI and ML

17.1% Data Analysis

Case Study

The View from Amplitude

Amplitude is a powerful data analytics platform used by thousands of Product Managers worldwide. Amplitude doesn't just serve Product Managers: It hires them, too. Amplitude's senior staff have witnessed the huge demand placed on the Product talent pipeline, and had to make changes to the way they onboard and bring new people into their culture and structures.

Amplitude has seen their onboarding process extend out from a matter of days to a matter of weeks. This is still rare: Often junior PMs are thrown onto teams with a "sink or swim" mentality, and senior PMs still have little room to grow. Onboarding, mentorship and Product Ops are the tools that successful companies like Amplitude are using to not only attract talented PMs, but to provide the structures and pathways they need to stick around and enjoy a home for their career growth.

"Onboarding, mentorship and Product Ops are the tools that successful companies use to provide top Product Managers with a home for their career growth."

John Cutler
Product Evangelist & Coach

Amplitude

Key Takeaways

What This Means For You...

Product Managers

Take charge of your career growth
Companies may not be ready to lay out a pathway for your advancement, but this doesn't mean you need to stay stagnant. Actively seek out responsibility and proactively make the case for your own upward trajectory. Free career path resources are your best friend.

Learn how to say "yes" to the right things
In an environment in which your company may be inexperienced at managing PMs at different career stages, you may need to be very selective about what you agree to take on. Be sure to track the impact of your work to validate future advancement.

Product Leaders

Provide structured career advancement tracks for your team
Get your business in order and start building your advancement tracks. This trend is in its early stages, but if it follows a similar path as marketing, engineering, or design, be prepared to set these structures into motion at your company.

Give your team the space and guidance they need to grow
Be careful not to overload your Product teams. Give them time and space to learn, grow, and discover their role. Provide space and opportunity for ongoing education, mentorship, and to build the foundations for career advancement.

Human Resources Leaders

Build and communicate career pathways
Ensure these pathways exist within your organization, and are clearly communicated both organization-wide as well as to potential candidates.

Train your employees to advance their careers
Invest in training programs that give clear career advancement guidelines for Product talent in your industry. Find training that helps your Product people meet the needs of the role at various stages of seniority.

WRAP-UP

The Future is Product

The rise of Product-Led Growth has changed everything. While some companies have caught up on the trend, many others, even in Silicon Valley, have their work cut out for them.

Help With
Your Next Steps

Become More Product-Led

→ Build Winning Product Experiences from Gainsight

→ Create a North Star Framework from Amplitude

→ Use Flywheel Frameworks for Optimization from Amplitude

Recruit Top Product Talent

→ How to Hire PMs from Recruitment.com

→ PM Jobs Board from Product School

→ Product Manager Salaries in 2022 from Product School

Build a Diverse Product Team

→ Why Diversity Matters from Product School

→ How to Attract, Hire, and Grow Diverse Product teams from Product School

→ Applying DE&I from Product School

Build Out Career Paths for PMs

→ Example of Career Path Definition from Dropbox

→ Example of Career Path Map from Wise

→ Example of Product Organizational Structure from GitHub

→ Product Career Vision Planner from Product School

→ 5 Key Skill Areas for Product People at All Levels from Intercom

→ 6 Templates to Set Your Team Up for Success from Mural

→ Why Check-Ins Matter from Mural

→ Designing a Hybrid Work Culture from Mural

Product School

Product School is the leading provider of training and certification in Product Management to individuals and teams. Our certifications are trusted by product teams at global change leaders including Nike, Goldman Sachs, Kaiser Permanente, Walmart and PwC.

The Future
of Product
Management

Take The Next Step

Contact Our Enterprise Team

Product School