Blackblot® PMTK Professional Development Plan

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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision 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. This document aims 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 competence, translating to better job performance at the workplace.

   <Comment: The three types of competence 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 pertain 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 govern themselves independently and capably). This template is only focused on evaluating and building business competence. It is highly recommended that the PMTK Professional Development Plan be prepared in collaboration with an experienced product management and a human resources professional.>

2. Growth Environment

   2.1. Section Objective

   This section facilitates a better understanding of the business environment where an individual 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 will 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 primary target market's key characteristics and comment on market size, market growth, and any technological, regulatory, cultural, supply condition, economic, and political trends.>

   2.3. Industry Overview

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

   <Comment: Industry is the group of companies producing and selling a particular product type.>

   2.4. Company Overview

   <Describe in general terms your company. Note the company's internal work environment, 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 critical to individual professional growth.
<Comment: Preparing a professional development plan (focused on business competence) 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 personal and life goals to ensure that your professional choices are correlated with your values and beliefs.>

3.2.   Professional Vision
<Describe where you want to be from professional competence and career perspectives in five years. 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 the criteria indicating you had partially or fully attained your professional vision.>
<Comment: The criteria must be as 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 nor 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 professional vision.>

4.   Personal Introspection

4.1.   Section Objective

This section facilitates a better understanding of oneself as the basis for 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, the professional occupational activities, and areas of high interest that you like and most enjoy doing.>

4.4.   Professional SWOT Analysis

<Complete the table below. Full candor and self-awareness are of utmost importance. Also, judge yourself retrospectively via past feedback and input others have provided you.>

Strengths	Weaknesses
<Describe the things you do best and personal traits that assist you in excelling. Segment your answer into two groups: • Strengths and traits that are natural to you. • Strengths and traits that were acquired diligently.>	<Describe the things you should try to improve upon and the personal traits that hinder you. Segment your answer into two groups: • Weaknesses and traits intrinsic to you, requiring too much effort to change with little to be gained or improved by changing them. • Weaknesses and traits intrinsic to you, which could be changed, with much to be gained or improved by changing them.>
Opportunities	Threats
<Describe all internal and external factors and possible events that can offer you a chance to attain your professional vision.>	<Describe all internal and external factors and possible events that could jeopardize your chance at attaining your professional vision. Do not include your weaknesses as a threat.>

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 provide insight into your strengths and weaknesses, allowing more 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 that product management professionals need.

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

    5.2. Scope of Skills

Those in the product management field must possess many skills with a cumulative emphasis on strategic thinking and numerical 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 Competence Components

- Domain Expertise – Specific industry experience and technological know-how.
- Functional Expertise – Knowledge of processes, tools, and techniques to plan/market products.
- Soft Skills – Non-technical skills, mainly communicative (written, verbal, and presentation), used in business.
- Strategic Aptitude – Long-term planning and decision-making abilities that help achieve corporate objectives.

<Comment: When looking for qualified product managers, hiring managers consider and query candidates on the four business competence components. Subsequently, product managers' curricula vitae should reflect their capability levels in the four business competence components.>

    5.4. Competence Table Glossary

- Importance: The importance of the activity to attaining the professional vision. (High, Low)
- Assessment: How well the activity is 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 to attain the target proficiency.

<Comment: Common developmental actions include different 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 attained.

- Proof: Description of the evidence that the success criteria were met.

5.5. Competency Domains Table

<Complete the table below using the aforementioned glossary.>

Competency Domain	Impor-tance	Assess-ment	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								
2. Functional Expertise								

Competency Domain	Impor-tance	Assess-ment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
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								
• Product definition team model								
• Product management team model								
3. Soft Skills								
3.1. Thought leadership								

Competency Domain	Impor-tance	Assess-ment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
• 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								
• 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								

Competency Domain	Impor-tance	Assess-ment	Current Proficiency	Target Proficiency	Developmental Actions	Success Criteria	Time Frame	Proof
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 regularly to ensure the developmental actions are still relevant and executed correctly.>

    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 years 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 years of your five-year professional action plan.>

7.   Summary Report
    7.1.   Section Objective
        This section summarizes 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.   <u>Conclusions</u>
<Identify and describe any conclusions reached after conducting the professional development plan.>

8.3.   <u>Recommendations</u>
<Describe any relevant recommendations.>

9.   <u>Supporting Data</u>

9.1.   <u>Section Objective</u>
This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

9.2.   <u>Assumptions</u>
<Describe any assumptions made while preparing this document.>

9.3.   <u>Research Information</u>
<If relevant, describe and list the type and scope of research conducted while preparing this document.>