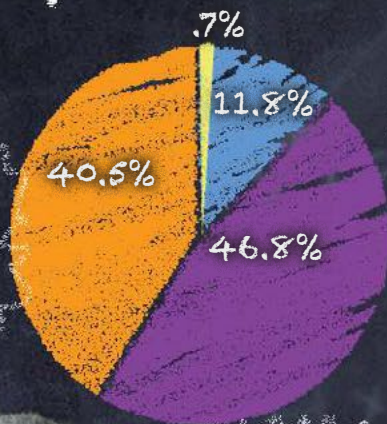


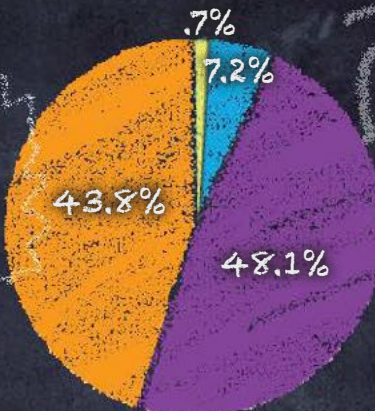
HEAD - OF THE - CLASS

Certain "soft skills" can help you identify good product marketers and managers from the start.

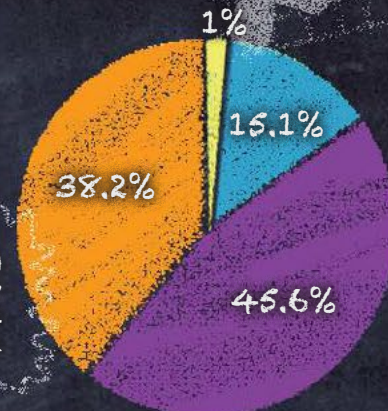
Empathizing with other parts of the organization



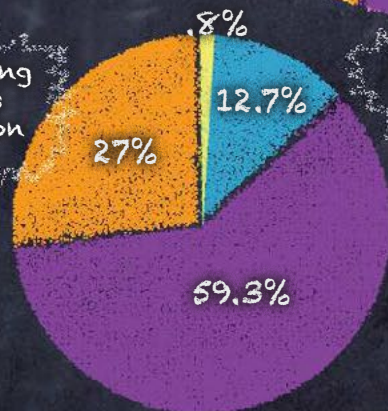
Speaking the truth to those in power



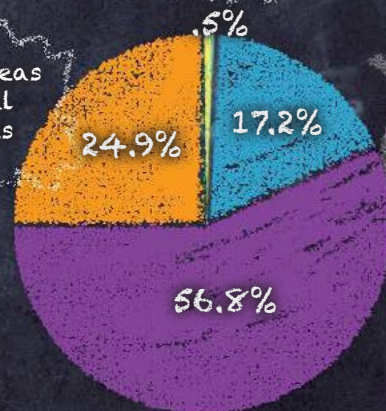
Synthesizing data into actionable information



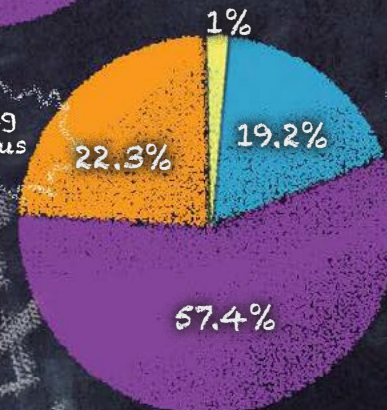
Motivating others to action



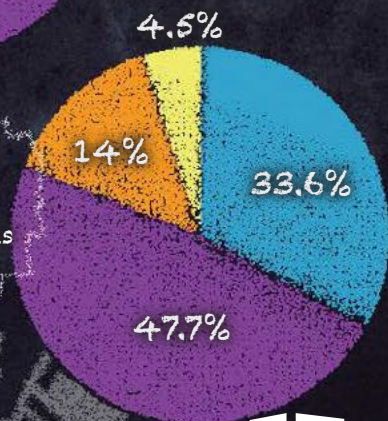
Pitching ideas to critical audiences



Building consensus



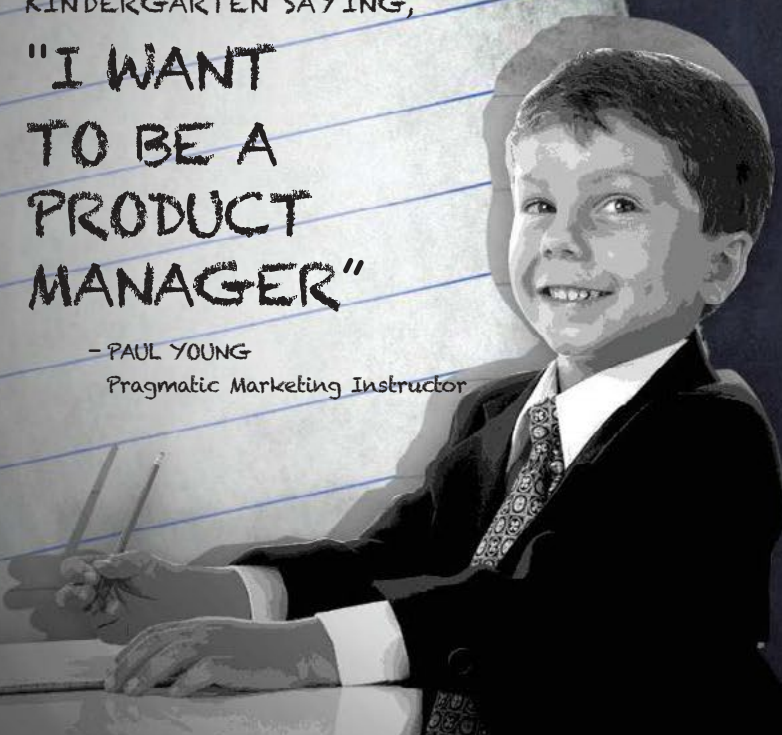
Challenging and negotiating with executives



NOBODY GROWS UP FROM KINDERGARTEN SAYING,

"I WANT TO BE A PRODUCT MANAGER"

- PAUL YOUNG
Pragmatic Marketing Instructor



Greatest weakness



Somewhat weak



Somewhat strong



Greatest strength



PRAGMATIC
INSTITUTE