

THE PRODUCT MANAGER APTITUDE QUIZ

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Rate each of these statements on a 1-5 scale, with 1 being "strongly enjoy," 3 being "comfortable with" and 5 being "this isn't me!" Honest answers to the questions will help you assess how strongly suited you are for a career in product management.

Do you enjoy, or are you at least comfortable with ...

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| 1 2 3 4 5 | 1. Being held accountable for your actions and decisions, whether or not you have total control over outcomes? |
| 1 2 3 4 5 | 2. Attaining results without being the center of attention? |
| 1 2 3 4 5 | 3. The types of ambiguity and risk-taking that are inherent in many entrepreneurial ventures? |
| 1 2 3 4 5 | 4. Interacting with customers from marketing research through sales to problem resolution? |
| 1 2 3 4 5 | 5. Feeling empathy for customers? |
| 1 2 3 4 5 | 6. Profiling markets based on both quantitative data and qualitative behavioral insights? |
| 1 2 3 4 5 | 7. Model building to better understand market opportunities? |
| 1 2 3 4 5 | 8. Defining differential advantages using a customer lens rather than simply what you and your company think is unique and interesting? |
| 1 2 3 4 5 | 9. Strategizing to beat the competition? |
| 1 2 3 4 5 | 10. Challenging yourself to consistently question the sustainability of current advantages? |
| 1 2 3 4 5 | 11. Studying the future to develop strategic plans – i.e., being a visionary? |
| 1 2 3 4 5 | 12. Triggering change efforts and being involved with change initiatives? |
| 1 2 3 4 5 | 13. Self-motivation? |
| 1 2 3 4 5 | 14. Inspiring others? |
| 1 2 3 4 5 | 15. Moving beyond "canned" best practices to create meaningful and profitable directions for your product(s)? |

- 1 2 3 4 5 16. Using both analytical and creative thinking?
- 1 2 3 4 5 17. Technical proficiency in your industry?
- 1 2 3 4 5 18. Asking questions from many angles and maintaining a sense of curiosity?
- 1 2 3 4 5 19. Making recommendations on potentially risky product or service innovations?
- 1 2 3 4 5 20. Bouncing back from failures?
- 1 2 3 4 5 21. Translating customer input into product requirements?
- 1 2 3 4 5 22. Turning creative insights into profitable products and services?
- 1 2 3 4 5 23. Compiling data that supports the rationale for new products?
- 1 2 3 4 5 24. Managing projects?
- 1 2 3 4 5 25. Energizing support for new products from ideation through commercialization?
- 1 2 3 4 5 26. Dealing with the details of a product launch?
- 1 2 3 4 5 27. Working as part of a team?
- 1 2 3 4 5 28. Earning trust, even when it takes time?
- 1 2 3 4 5 29. Collaborating with people who don't report to you to execute product plans?
- 1 2 3 4 5 30. Persuading (selling your ideas to) relevant individuals, inspiring them toward a common goal?
- 1 2 3 4 5 31. Influencing people you have no direct authority over?
- 1 2 3 4 5 32. Interacting with sales to better serve customers?
- 1 2 3 4 5 33. Corporate social networking and making strong connections?
- 1 2 3 4 5 33. Corporate social networking and making strong connections?
- 1 2 3 4 5 34. Soliciting feedback and finding mentors and allies?
- 1 2 3 4 5 35. Leveraging the work of others?
- 1 2 3 4 5 36. Translating technical jargon into persuasive customer narratives?
- 1 2 3 4 5 37. Defining customer definitions of value, even when they're different from your own?
- 1 2 3 4 5 38. Revising customer-defined value as circumstances change?

- 1 2 3 4 5 39. Looking for new ways to add value to existing products and services?
- 1 2 3 4 5 40. Targeting weak products for elimination?
- 1 2 3 4 5 41. Creating long-term strategies for mature products?
- 1 2 3 4 5 42. Applying financial literacy to product decisions?
- 1 2 3 4 5 43. Assessing how various financial metrics impact behavior and/or the interpretation of results differently?
- 1 2 3 4 5 44. Tracking financial performance against plan?
- 1 2 3 4 5 45. Delving into pricing strategy so as to capture more of the value created by your offer?

Interpreting your results

In general, the more often you answer 1 or 2 to these questions, the stronger is your aptitude for product management. However you may have a stronger aptitude for upstream product management, downstream product management, or an equal aptitude for both. List, sum up, and average your scores for the questions in each question set below. The lower the average, and the greater number of 1 or 2 scores, the stronger is your innate aptitude for product management.

Question Set 1 *(general aptitudes)*

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Question Set 2 *(upstream)*

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Question Set 3 *(downstream)*

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Sum:

To learn more about product management careers and competencies, read the Product Management ShortSeries of books on Amazon. The first book is [Product Management 101](#).