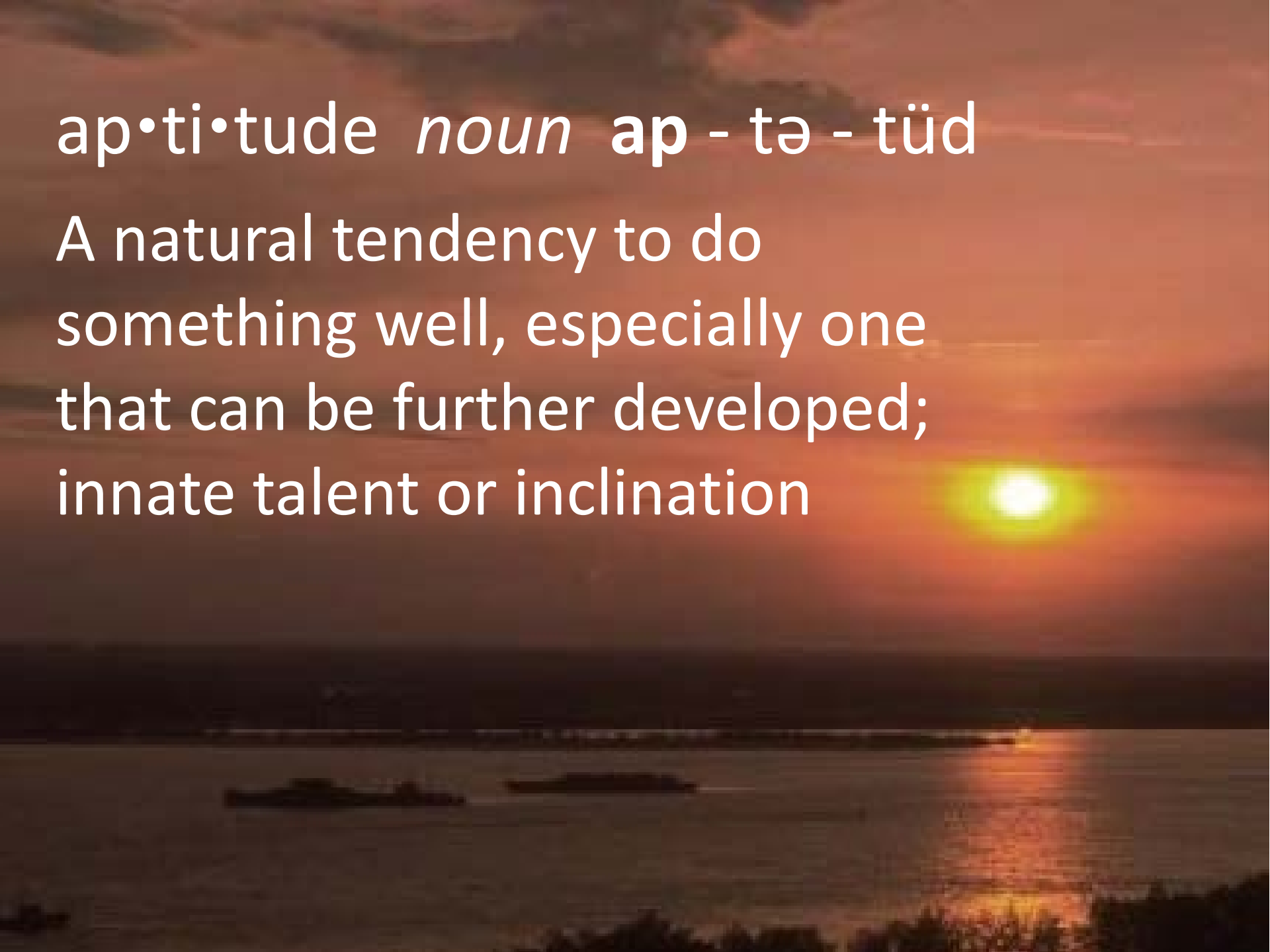


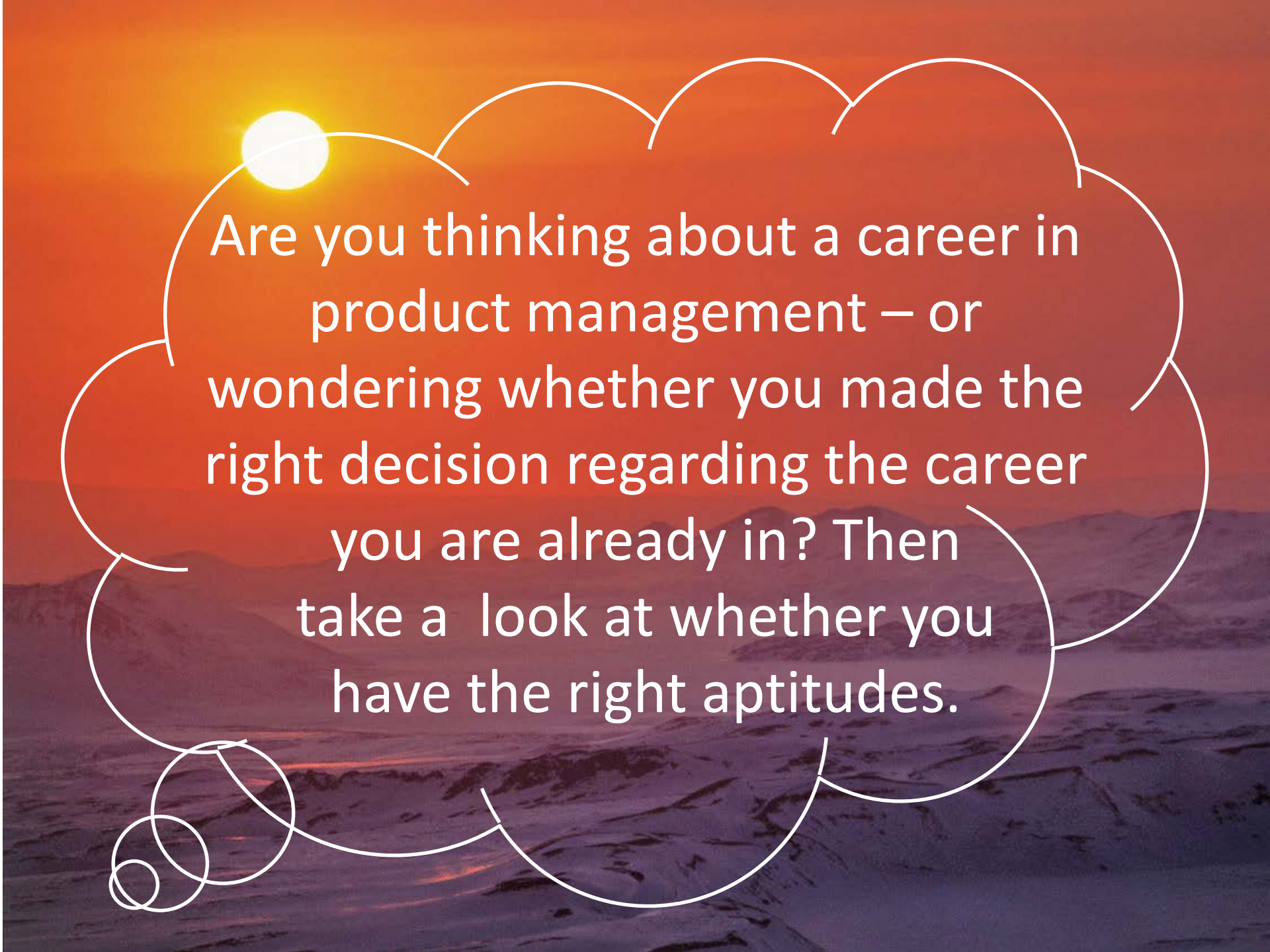


Aptitudes of an Energized Product Manager

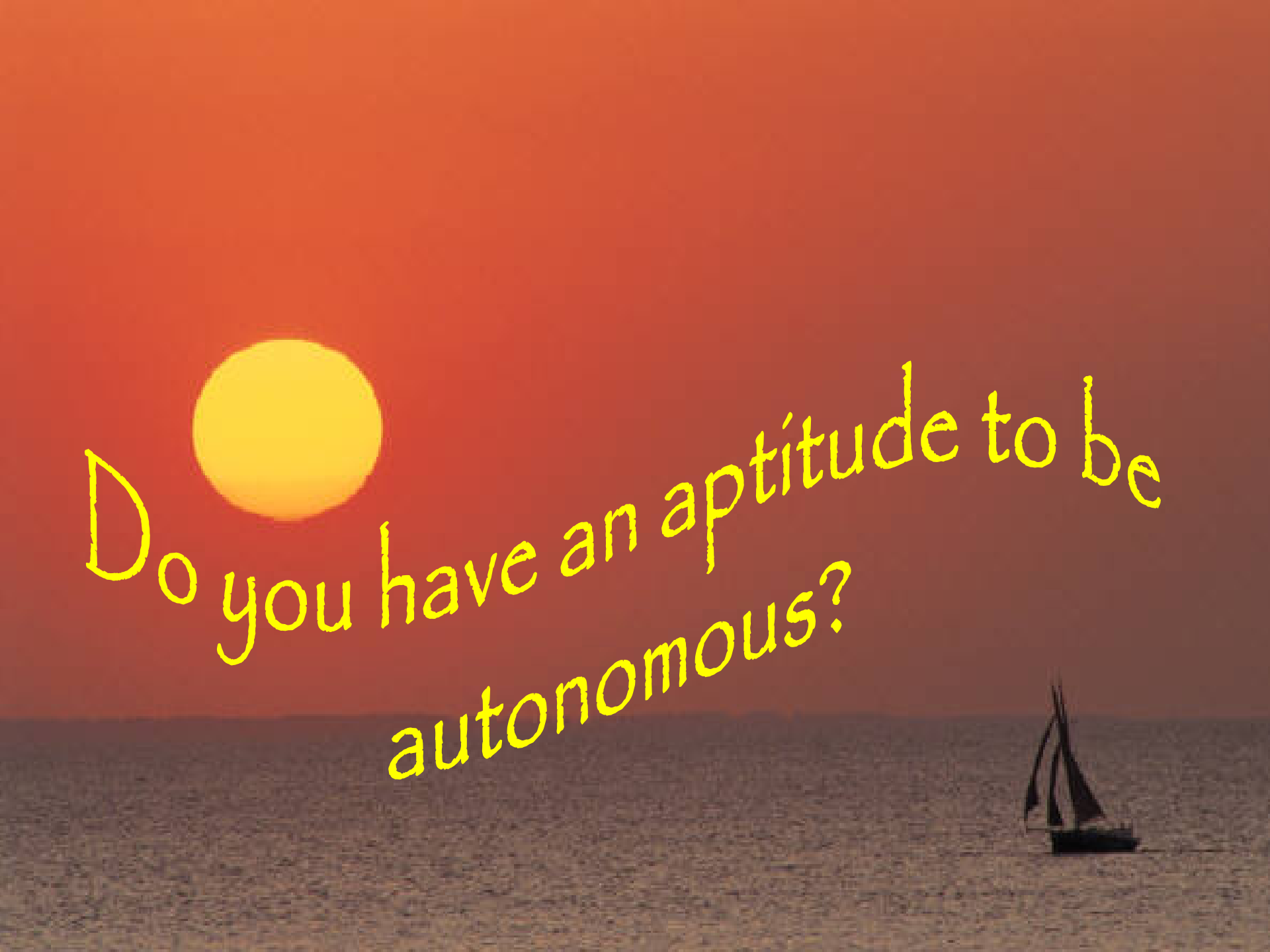
ap•ti•tude *noun* **ap** - tə - tüd

A natural tendency to do
something well, especially one
that can be further developed;
innate talent or inclination



The background of the image is a sunset over a desert landscape. The sky is a gradient of orange and red, with a bright sun in the upper left corner. The desert floor is dark and textured, with some low-lying vegetation. A large, white, hand-drawn thought bubble is centered on the image, containing the text. The bubble has several smaller circles connected to it by lines, suggesting a thought process.

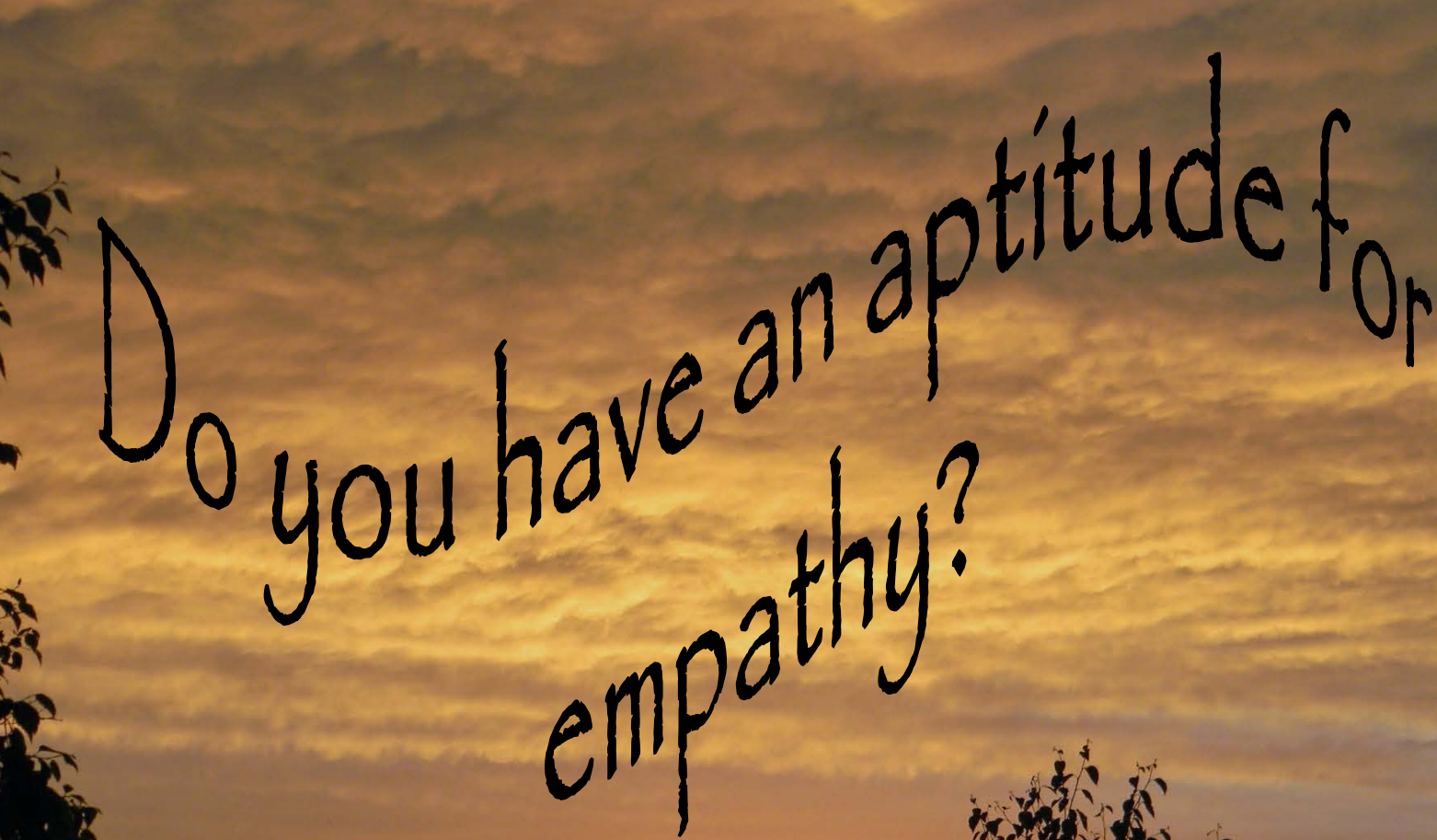
Are you thinking about a career in
product management – or
wondering whether you made the
right decision regarding the career
you are already in? Then
take a look at whether you
have the right aptitudes.



Do you have an aptitude to be
autonomous?

Energized product managers are comfortable being held accountable for results, and are able to cope with ambiguity.

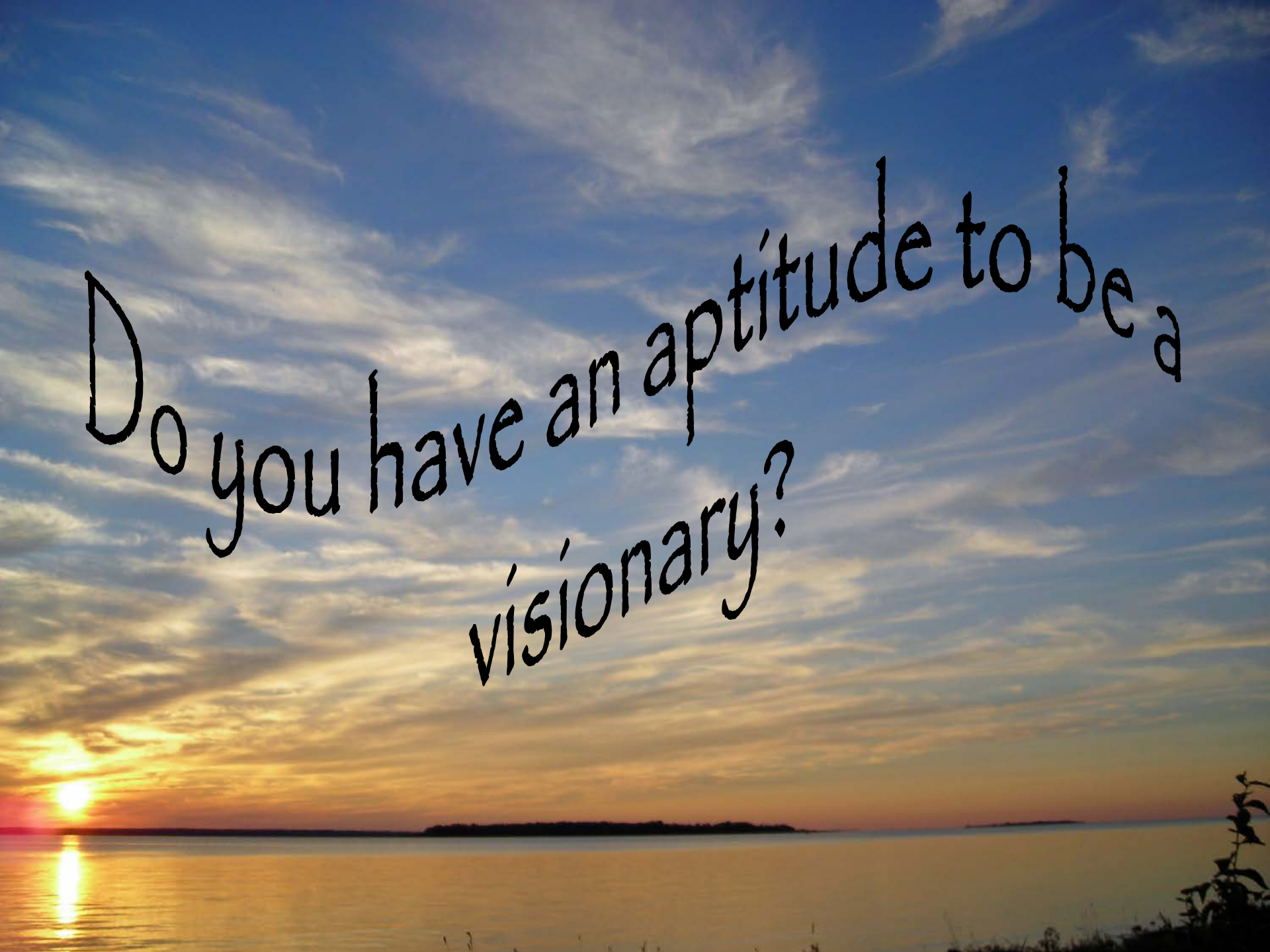




Do you have an aptitude for
empathy?

Energized product managers are comfortable interacting with, and thinking like, customers.





Do you have an aptitude to be a
visionary?

Energized product managers are comfortable studying the future, inspiring others, and being change agents.





Do you have an aptitude for
creativity & innovation?

Energized product managers are both analytical and creative thinkers, and are resilient enough to bounce back from failures.

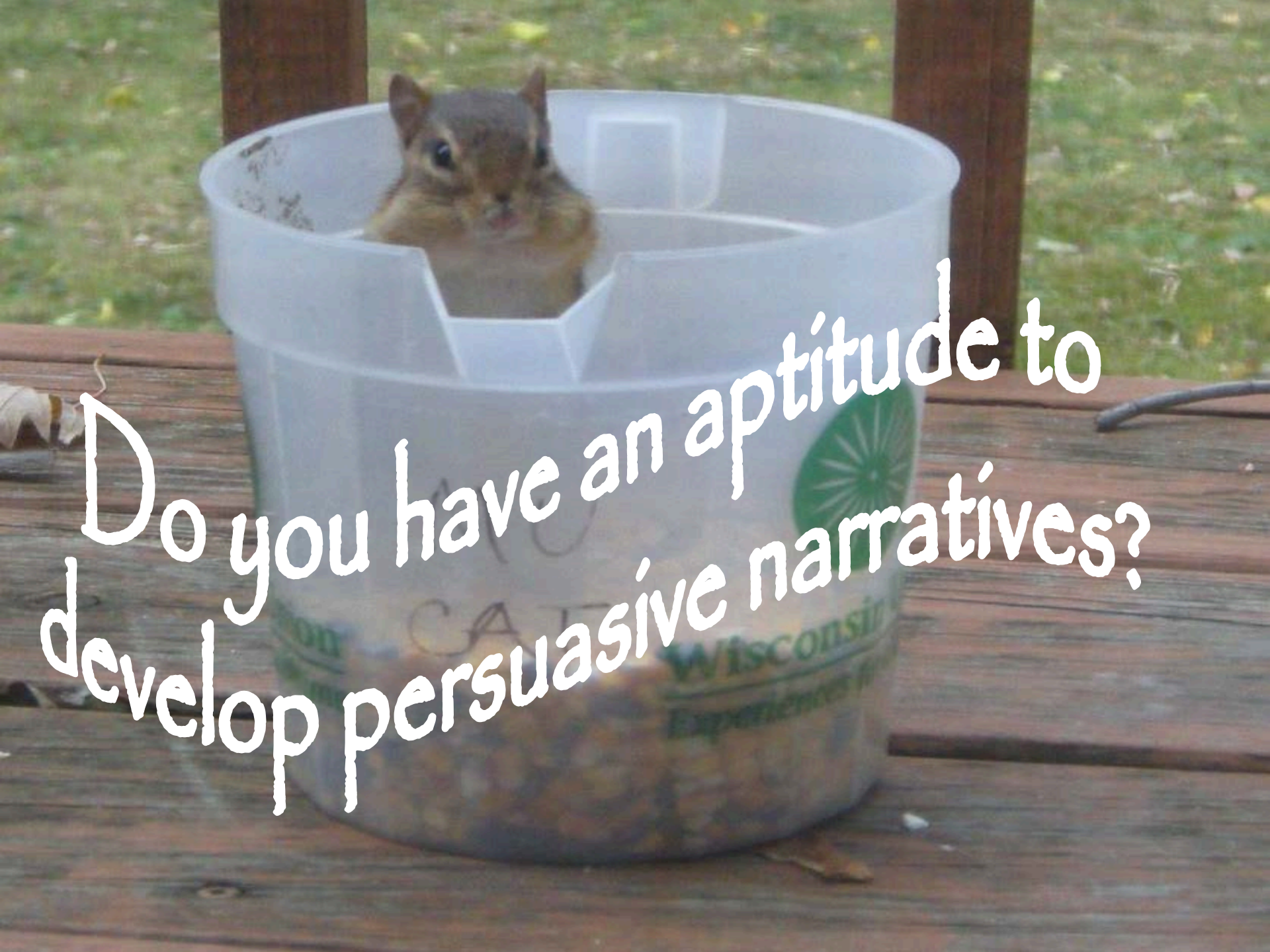


Do you have an aptitude to
collaborate?



Energized product managers know
how to earn trust and how to
influence without direct authority.

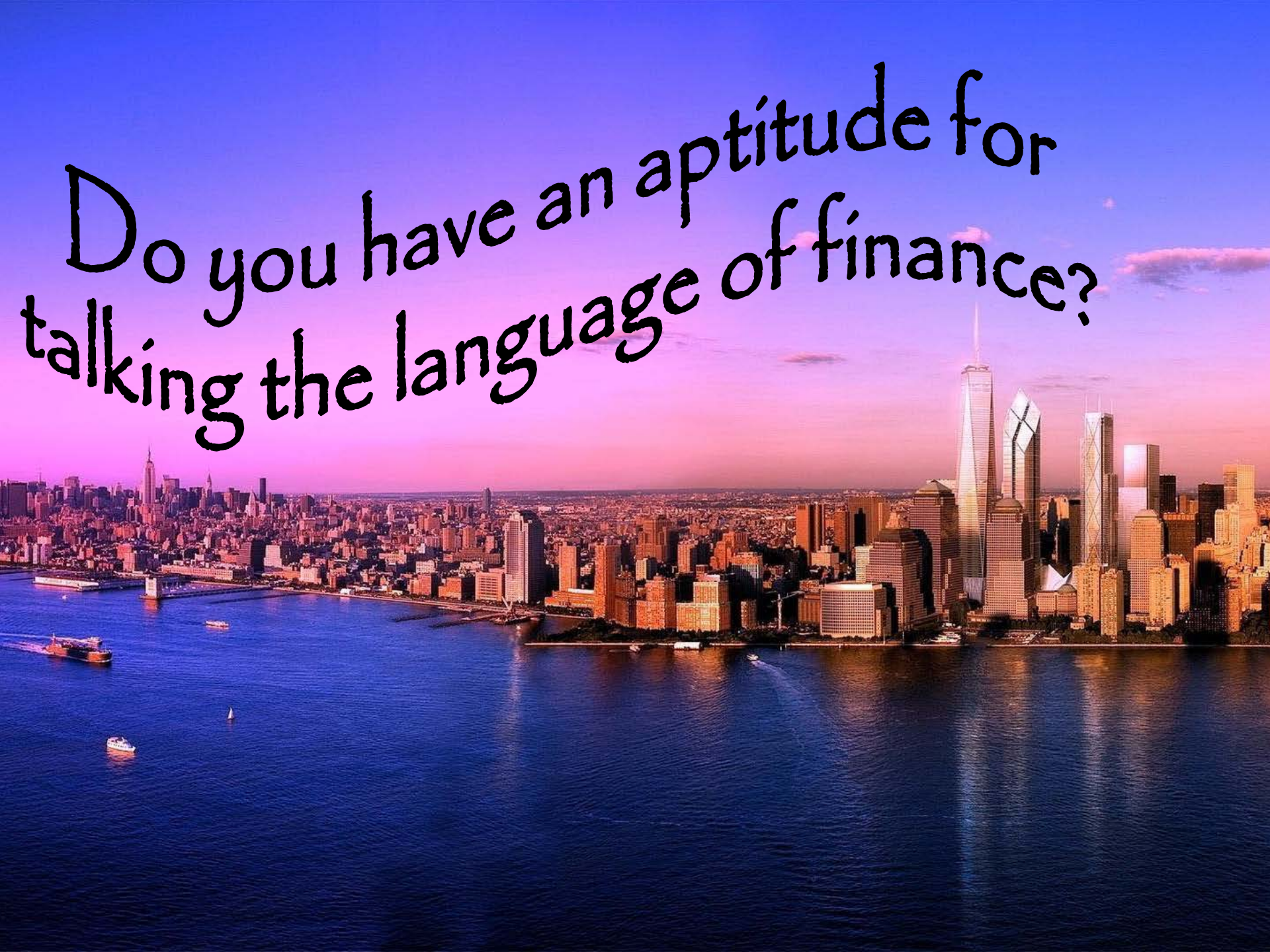




Do you have an aptitude to
develop persuasive narratives?

Energized product managers can clearly define, refine and tell the story of customer value propositions.





Do you have an aptitude for
talking the language of finance?

Energized product managers know
how to track financial metrics and
assess financial performance.





Linda M. Gorchels

Just as we routinely upgrade computer systems, we must upgrade our own knowledge systems. Linda has helped over 10,000 people over a 25+ year period with these educational upgrades, merging anecdotal client experience with researched “best practices,” and sharing the resulting insights with managers and executives. After working in the office products, publishing and insurance industries, she joined UW-Madison’s Center for Professional and Executive Development, both as a corporate trainer and program director. Now, as a director emerita, she provides workshops for select clients.

An award-winning author of *The Product Manager’s Handbook*, she has also written *The Product Manager’s Field Guide*, *The Manager’s Guide to Distribution Channels*, *Business Model Renewal*, and *Product Management ShortRead Series*.

Linda is now a blogger, mystery author and *Creativity Curator* for her own company, Tomorrow’s Mysteries, LLC.