

The Product *Map*

Visit app.productmap.io
to get a personalized assessment

15 Junior Product Management Skills

Open-source community-driven guide
© Product Map, All rights reserved

In collaboration with
[Uliana Fedorova](#)

Introduction

The Product Map evaluates 15 essential product management skills that encompass the entire product lifecycle. These skills are organized into five key groups. Each group is further divided into three specific sub-skills, providing a comprehensive framework for assessing a Product Manager's capabilities.

This guide offers detailed insights into the five skill groups, accompanied by an in-depth evaluation of each individual skill.

Product

Define vision, prioritize features, and adapt to market trends

Customer

Build connections with users through empathy and feedback

Analytics

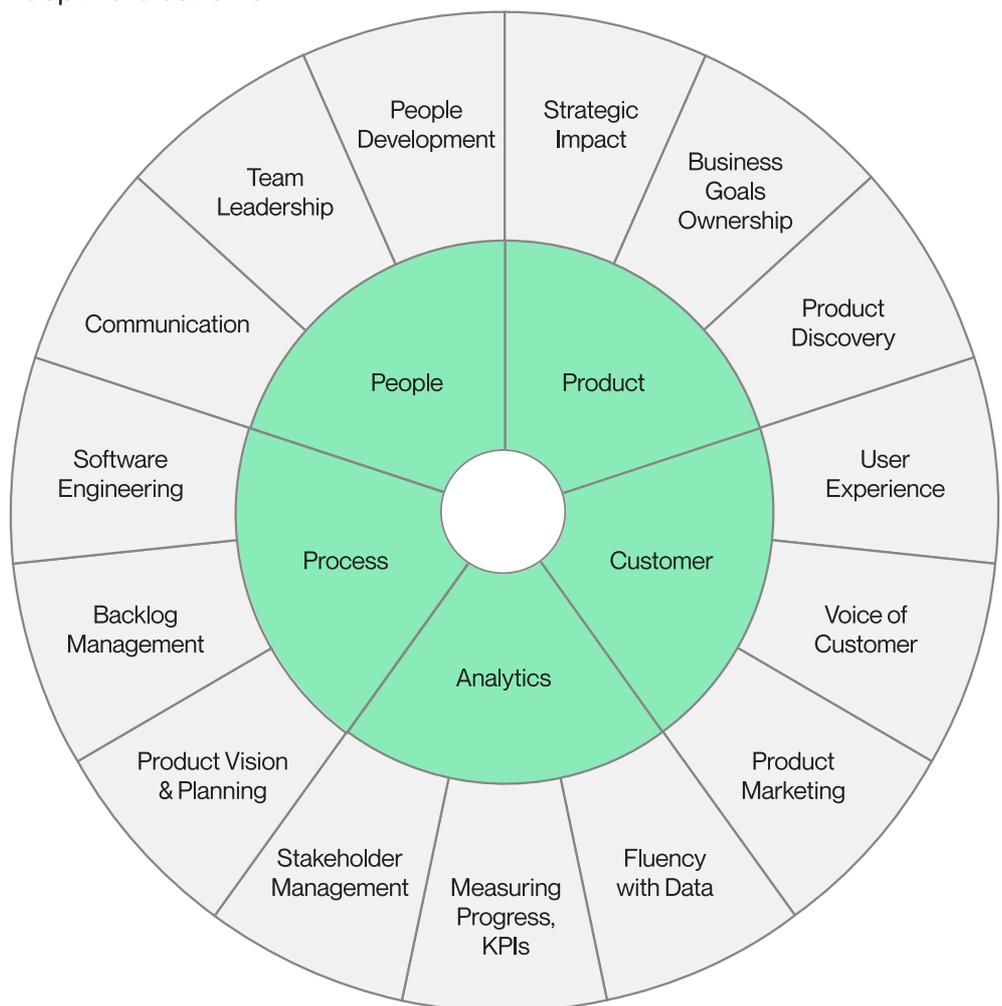
Make decisions based on data and performance

Process

Optimize workflows with best practices

People

Lead and inspire teams, foster collaboration



For a full ultimate guide to product management skills, including a detailed breakdown of essential PM skills, key learning topics, and responsibilities across roles—from Junior Product Manager to Chief Product Officer—visit our website:

Guide to 15 Product Management Skills

GUIDE productmap.pro

Growth plans tailored by AI skills assessment

TOOL app.productmap.pro

Junior Product Manager

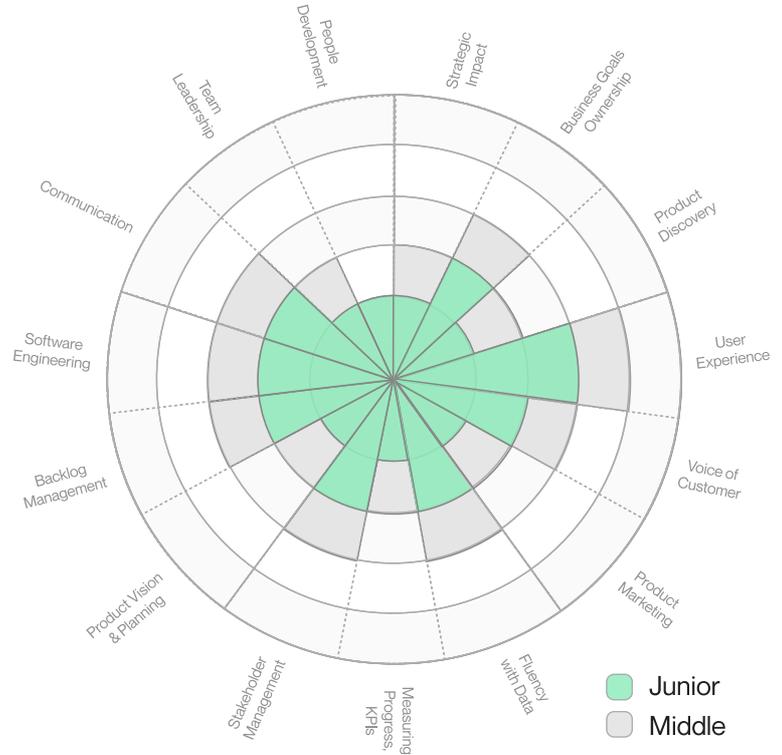
A Product Manager (PM) owns features or products, working with design, engineering, and stakeholders to define problems, build solutions, and ship value. They drive product execution while keeping users, business goals, and team alignment in focus.

Transition of Product Manager

To transition into a PM role, start by owning small product areas, improving how you write specs, and working closely with cross-functional teams. Get comfortable making trade-offs and prioritising outcomes over output.

Grow from Junior to Middle

To grow from Junior to Product Manager, focus on building confidence in decision-making. Start by taking initiative on small projects, and learn to prioritise based on user needs and business impact.



Ownership

Junior: Supports product tasks under guidance.
Middle: Owns features or a product area independently.

Collaboration

Junior: Works with teams under supervision.
Middle: Leads cross-functional collaboration with autonomy.

Decision-making

Junior: Follows direction and learns prioritisation.
Middle: Makes product decisions and balances trade-offs.

Business impact

Junior: Executes tasks that support team goals.
Middle: Drives outcomes aligned with business and user value.



Junior PM Skills Requirements

Product 1.3

Strategic Impact

Drive product toward the big picture



Business Goals Ownership

Own your objectives and outcomes



Product Discovery

Uncover hidden opportunities



Customer 2.0

User Experience

Elevate engagement and usability



Voice of Customer

Understand customer needs



Product Marketing

Position for success in the market



Analytics 1.6

Fluency with Data

Make data-backed decisions



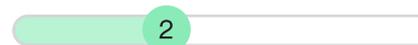
Measuring Progress, KPIs

Track success with key metrics



Stakeholder Management

Align teams for product success



Process 1.6

Product Vision & Planning

Build and pursue a clear roadmap



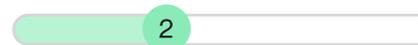
Backlog Management

Prioritise to drive business value



Software Engineering

Ensure technical feasibility and quality



People 1.3

Communication

Share priorities to inspire alignment



Team Leadership

Motivate collaboration for success

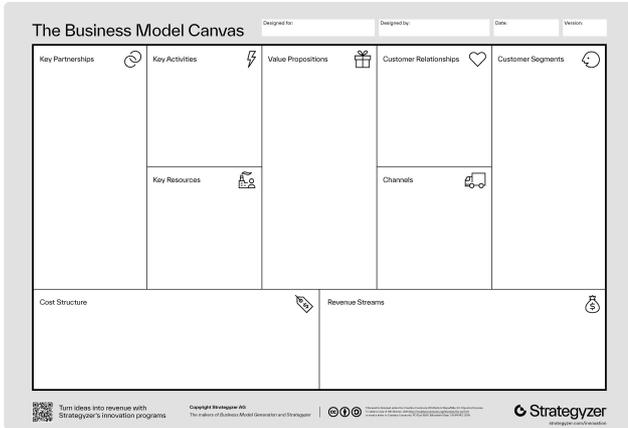


People Development

Mentor and grow your team's skills



Top resources to kick off your learning



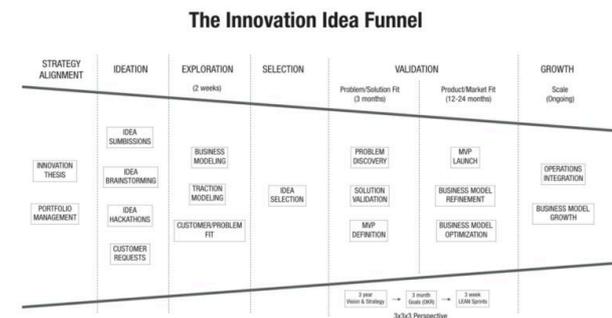
The Business Model Canvas

by Alexander Osterwalder

TEMPLATE strategyzer.com

The Value Proposition Canvas

TEMPLATE strategyzer.com



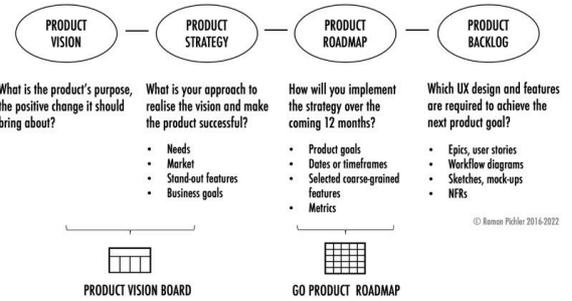
The Idea Funnel

ARTICLE leanstack.com

Three more ways to build a \$100M business

by Christoph Janz on November 4, 2014

ARTICLE christophjanz.blogspot.com



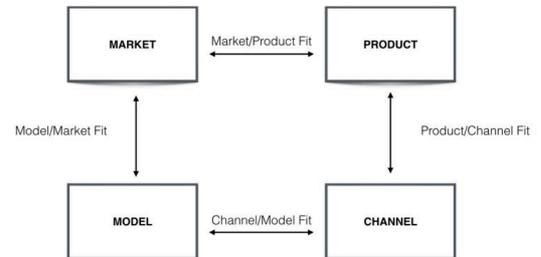
Roman's Product Strategy Model

TEMPLATE strategyzer.com

Measure What Matters

by John Doerr, Jan 2018

BOOK whatmatters.com



Why Product Market Fit Isn't Enough

ARTICLE brianbalfour.com

Pivot Before PMF, Optimize After

ARTICLE medium.com

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company

BOOK steveblank.com



PRODUCT

CUSTOMER

ANALYTICS

PROCESS

PEOPLE

Top resources to kick off your learning

The Elements of User Experience
by Jesse James Garrett on October 11, 2002
BOOK JJG.net

The Design Sprint
The big idea with the Design Sprint is to build and test a prototype in just five days.
BOOK thesprintbook.com

When Customers Make You Smarter
ARTICLE steveblank.com

User Interviews: How, When, and Why to Conduct Them
ARTICLE nngroup.com

What Is A Go-to-Market Strategy?
ARTICLE productmarketingalliance.com

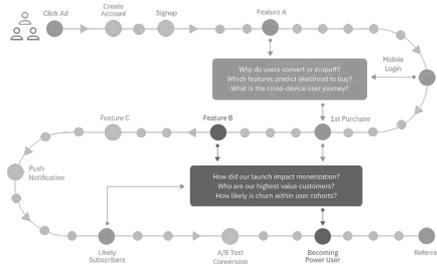
How To Talk To Users | Startup School
VIDEO youtube.com

The Buyer's Journey Stages: Types of Content to Create for Each
ARTICLE uhurunetwork.com

Growth Tribe | The GROWS Process
VIDEO youtube.com

The Growth Marketing Canvas
TEMPLATE growthmarketingcanvas.com

Top resources to kick off your learning

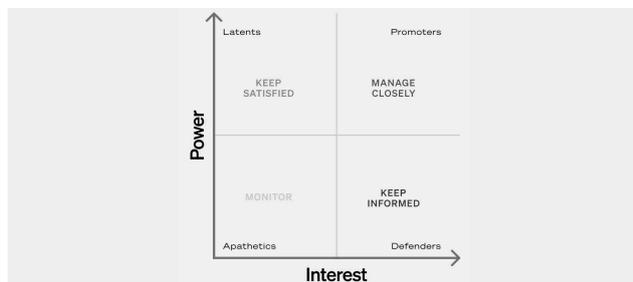


Amplitude Guide to Product Analytics

ARTICLE amplitude.co

Lean Analytics: Use Data to Build a Better Startup Faster

BOOK leananalyticsbook.com



The Stakeholder Map — How the Product Field Tells You When To Use It

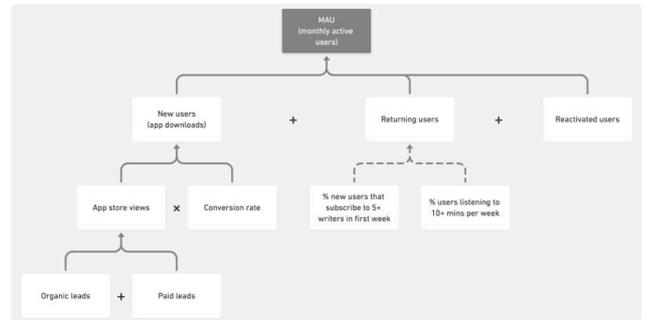
ARTICLE field.so

A Guide to the Business Analysis Body of Knowledge (BABOK® Guide)

BOOK iiba.org

The ultimate list of Product Metrics

GUIDE linkedin.com



KPI Trees: How to Bridge the Gap Between Customer Behavior, Product Metrics, and Company Goals

ARTICLE petra-wille.com

Amplitude – North Star Playbook

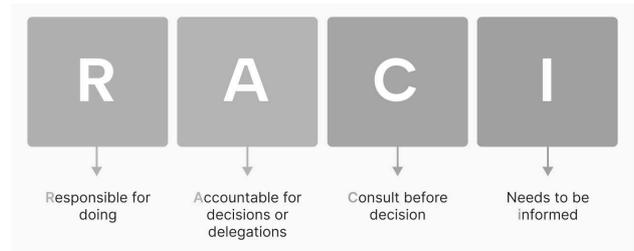
BOOK amplitude.com

UeCalc | Metrics & financial indicators

GUIDE uecalc.com

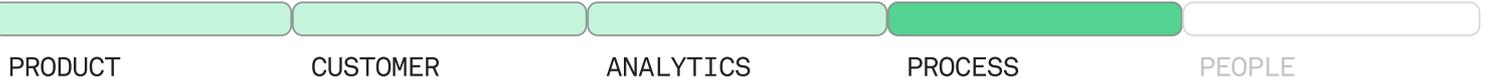
UeCalc | Metrics & financial indicators

GUIDE uecalc.com



The RACI Model

GUIDE usemotion.com



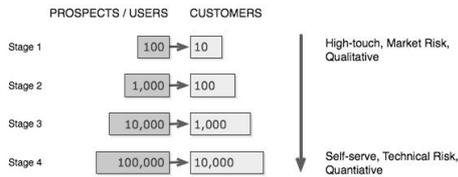
Top resources to kick off your learning

Product Map | Product Roadmaps

GUIDE app.productmap.pro

Product Map | Prioritization

GUIDE app.productmap.pro



The 10x Product Launch

ARTICLE leanstack.com



The Product Strategy Stack

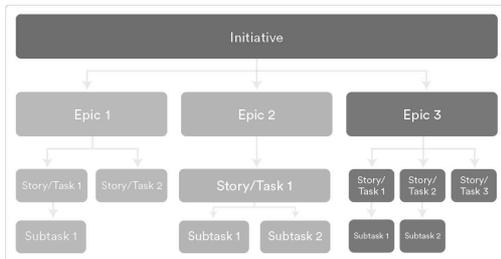
ARTICLE ravi-mehta.com

Strategic Planning Process

ARTICLE quantive.com

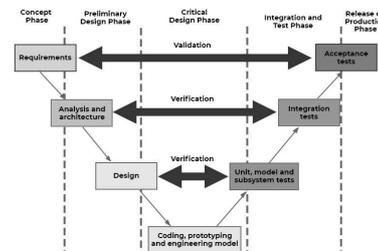
Intercom on Jobs-to-be-Done

BOOK intercom.com



Stories, epics, and initiatives

ARTICLE atlassian.com



V-Model

ARTICLE medium.com

Kanban Guide for Scrum Teams

GUIDE scrum.org

Spotify engineering culture (part 1)

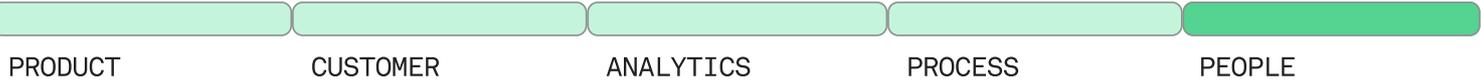
VIDEO engineering.atspotify.com

The Scrum Guide

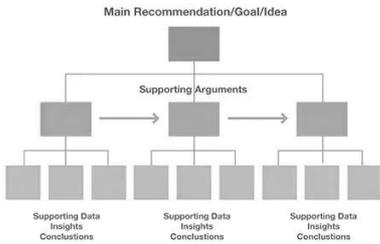
GUIDE scrumguides.org

Software Release Life Cycle (SRLC)

ARTICLE userwell.com



Top resources to kick off your learning



Barbara Minto: “MECE: I invented it, so I get to say how to pronounce it”

ARTICLE mckinsey.com

17 negotiation tactics and tips to help you improve your finances

ARTICLE creditkarma.com

Effective Partnering with Developers

ARTICLE maven.com

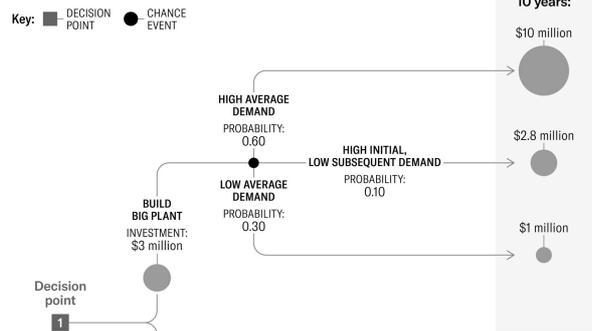
Never Split the Difference

BOOK blackswanltd.com

Rapport: The Four Ways to Read People

BOOK penguin.com

Exhibit VI: Cash Flow Analysis for Decision #1



Decision Trees for Decision-Making

BOOK hbr.org

Facilitator’s Guide For Introducing Human-Centered Design

BOOK ideo.org

Product Leadership Skills: Conflict Resolution

ARTICLE productschool.com

EXECUTING		INFLUENCING		RELATIONSHIP BUILDING		STRATEGIC THINKING	
6 Achiever	17 Discipline	24 Activator	31 Maximizer	32 Adaptability	23 Includer	9 Analytical	26 Input
11 Arranger	7 Focus	30 Command	8 Self-Assurance	27 Connects/Address	5 Individualist	33 Cautious	22 Holist/Action
13 Belief	18 Responsibility	21 Communication	12 Significance	19 Developer	28 Platitudes	3 Futuristic	1 Learner
34 Consistency	4 Restorative	20 Competition	10 Woo	28 Empathy	15 Relator	18 Ideator	2 Strategic
14 Deliberative				25 Harmony			

The 34 CliftonStrengths Themes Explain Your Talent DNA

RESOURCE gallup.com

Do Lead - Share your vision. Inspire others. Achieve the impossible

BOOK thedobook.co

Product Team Assessment

ARTICLE nealcabage.com

15 Junior Product Management Skills



Uliana Fedorova

Product Manager at Semrush specializing in data-driven solutions, with experience in B2C products. Successfully transitioned from project management and now mentor others making similar career shifts, helping them navigate the path to becoming effective PMs.

→ [Book a session on ADPList](#) → [LinkedIn](#)

Product Map Team



The *Product Map* is a community-driven, open knowledge hub for product managers.

→ productmap.io

The *Product Map* Platform provides AI-based assessments for product managers and builds custom-tailored growth plans.

→ app.productmap.io

For any questions and support, contact us at hey@productmap.io

or join our community on Discord: <https://discord.gg/DKHX4Wf9rs>