

## Action Guide

### TEI 311: Portfolio Management and the PDMA Body of Knowledge for Innovators and Product Managers

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## Application Questions

1. What would a portfolio that aligns with your strategy look like?
2. How will understanding the big picture of portfolio management help you in your role? Trust me, it does help.
3. When have you or someone you know been biased about a project that wasn't the best for the overall strategy? What happened?



## Actions to Take

### What to Do Now

- Look for ways to encourage or be part of cross-functional involvement in portfolio management.
- Focus on the big picture of how all the projects fit together. Be willing to make tough decisions to move the organization forward, helping to prioritize what is most important.

### What to Do Soon

- Consider combining the top-down and bottom-up methods in portfolio management.
- Work on choosing the right metrics for portfolio development and management; remember simpler is often better.