

## Action Guide

TEI 326: Future of product management  
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### Application Questions

1. How have you seen your role in product management change in the past few years?
2. Carlos listed three key capabilities of a well-rounded product manager: technical acumen, business acumen, and communication. How are these skills important in your work?
3. What is one thing you could do to prepare for the future as a product manager?



### Actions to Take

#### What to Do Now

- Make sure you understand your customer, market, competition, and product. Write down a brief description of each.
- Practice communication as often as you can. Step outside your comfort zone to develop your communication skills.

#### What to Do Soon

- Learn about a function outside your expertise (design, marketing, tech, etc.). Take a course, read a book, or meet with a mentor.
- Take time to ask an engineer, designer, or marketer about his or her work. Demonstrate curiosity about and respect for others' roles.