

## Action Guide

Special: The most influential product association you've never heard of  
*Susan Penta*



## Application Questions

1. What professional associations or communities are you involved in for your career?
2. Are you aware of any professional associations for product managers and leaders with as much depth in the discipline as PDMA?
3. When have you found academic research valuable as a practitioner?



## Actions to Take

### What to Do Now

- Explore the [PDMA website](#) to learn more about the resources provided.
- Identify if there are [publications](#) that would help your career or your colleagues' career in product.

### What to Do Soon

- Make a list of professional associations your colleagues are already in and ones to consider, and share it with the product people in your organization.
- Come to the conference and meet Chad. :)