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# Pragmatic Product Leader Course

Become a Product Manager with Superpowers





## Lesson 1D

# Mapping Products to Product Managers



# Overview

In this unit we will understand the types of product managers and the respective product types they handle





# TOC

- 1.5. Types of Products & Product Managers
- 1.6. What kind of Product Manager should you be
- 1.7. Skill set for life

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# 1.8. Types of Product and Product Manager



## 1.8. Types of Products & Product Managers

# Types of Product

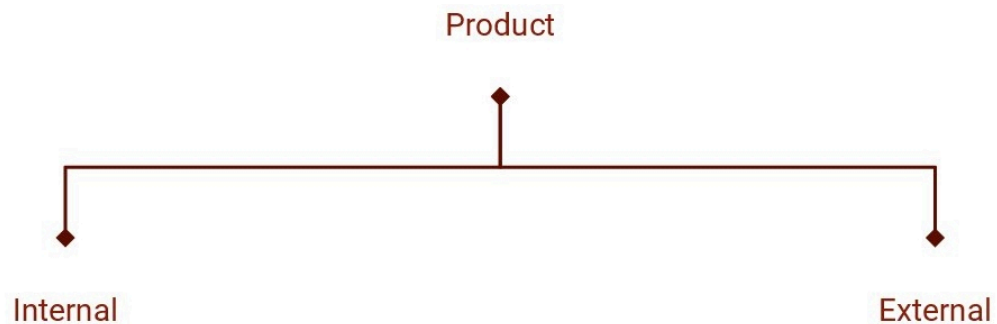
Types of Product			
Monetisation	Customer Segment	Platform	Market Segment
Open Source	B2B	Android	Analytics
Free	B2C	iOS	Hospitality
Freemium	B2B2B	Web	Ecommerce
One time payment	B2B2C	Alexa	Logistics
Recurring payment	O2O	Embedded	Healthcare
...	...	...	...



## 1.8. Types of Products & Product Managers



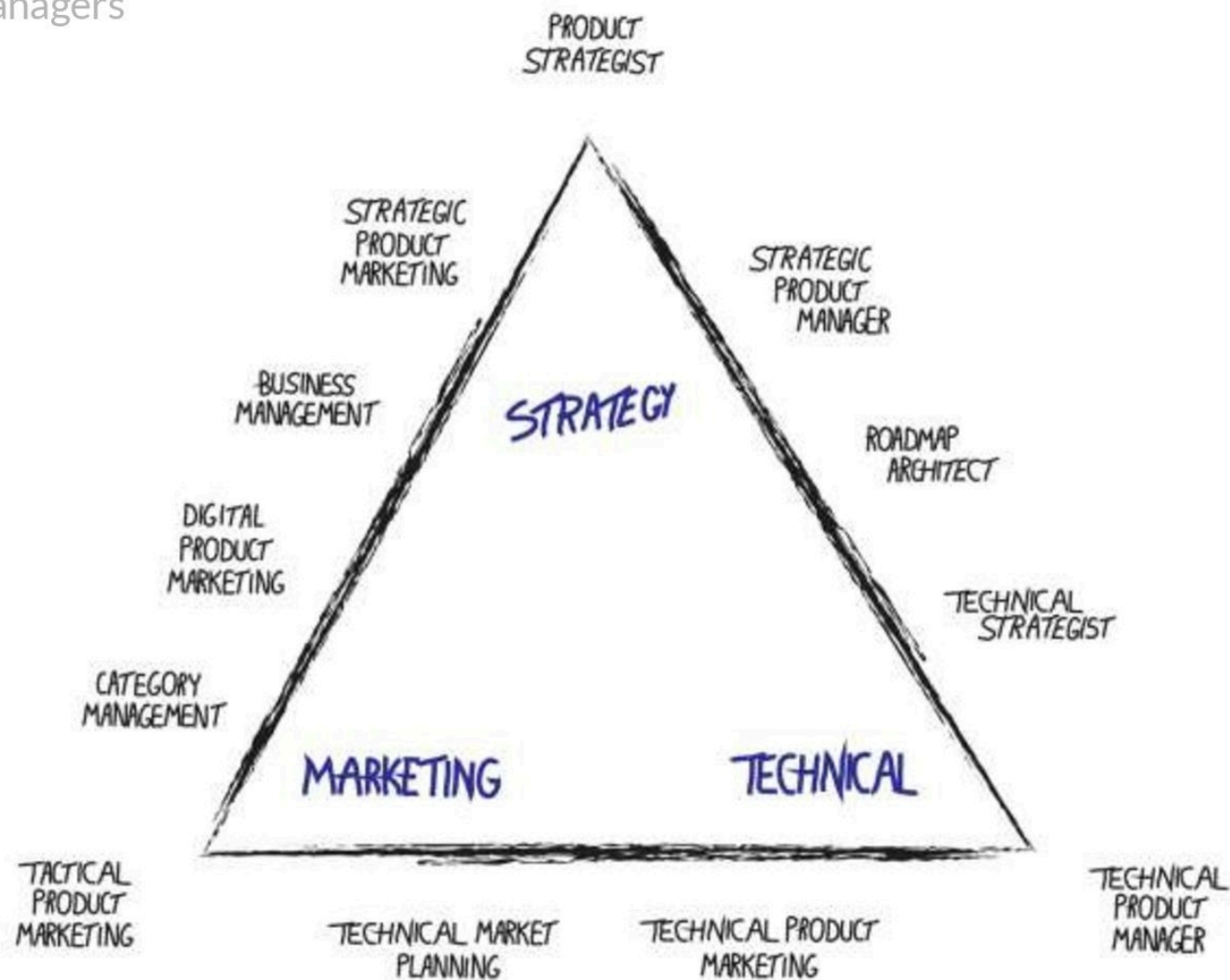
# Internal or External?





## 1.8. Types of Products & Product Managers

# Types of Product Managers





## 1.8. Types of Products & Product Managers

# Skill sets needed

Skills	Strategy	Technical	Marketing
Data analytics	9	7	7
Design skills	6	7	9
Technical skills	7	10	8
Influence	8	8	8
Strategy skills	10	7	9

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# 1.9. What kind of Product Manager should you be



1.9. What kind of Product Manager should you be

**Who are you?**



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# 1.10. Skill set for life



## 1.10. Skill set for life

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# Skill set for life

- Multi-disciplinary streams
- Art of Communication
- Prioritisation





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# To conclude

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# Thank you.

