

Product Management Job Self Assessment

Purpose

1. Perform an honest, quick self-assessment to understand how hiring managers will rate your fit for the role based on past experience.
2. Identify where you should focus your time to close the gaps between your current position and your ideal job.

	Score	Total possible
<p>Function</p> <p>4: Title matches exactly (i.e. PM or Senior PM) 2: Not a PM, but working with engineers and development teams (i.e. Engineer, Program Manager, Product Marketing Manager) or doing analytically intensive consulting work for clients 1: Not a PM or working with development teams, but direct work with customers or technically complex work 0: Anything else</p>		4
<p>Industry/Company</p> <p>2: same industry and size 1: same industry but different size (i.e. big tech vs. tech startup) 0: anything else (i.e. investment bank vs. tech startup)</p>		2
<p>Customer Type</p> <p>2: precise match (i.e. small to medium-sized businesses) 1: close match (i.e. enterprise customers vs. small to medium-sized businesses)</p>		2

0: different customers (i.e. enterprise vs. consumer)		
Problem Type		
2: precise match (i.e. consumers sharing photos) 1: close match (i.e. consumers publishing blog posts vs. sharing photos) 0: different problem (i.e. entertaining vs. educating)		2
Total		10

How to use this tool

As a note, this is a very rough estimation based on working with 100's of hiring managers over time. Some people will be hiring a PM for a startup and be looking for PM's from big tech, meaning they specifically don't want the same company size. Other hiring managers will focus on function and care little about problem type and customer type. There are many variations, but this is an averaged algorithm of the behaviors I have seen so that you can judge if you're a tight fit or not. The point is not to figure out if you are a 4 vs. a 5 but the point is that if you're a low fit I want you spending your energy narrowing the gap vs. adjusting the bullets on your resume. The best written bullets won't get you from a 4/10 to an 8/10 and I want to help you get to a point where you are competitive for the role you're seeking, so this is a way to level set how to set a roadmap for yourself.

Few people are a 10/10 when applying to a PM job, but there are 10/10 fits out there. So look at how much ground you need to cover. This will help you prioritize in a few ways:

1. Focus on roles where the jump is smaller. If you are not a PM yet you could move industry/company type within your function and then move horizontally from the new company. This tends to be a higher success path than jumping function and industry at the same time.
2. Take on projects and opportunities to narrow down the gaps.
3. If you are a 5/10 when applying to a job and you estimate you will be up against 8/10's, which is likely in this job market, then make other aspects of your differentiation glow. This means standing out from your peers so that the risk is worth it. Hiring managers will not hire a 5/10 over an 8/10 if everything else is equal. So make the other aspects not equal!