Product Manager

What is Product Management?

Product management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's product

Business

Customer

Technology

Who are Product Managers?

Product Mangers are the ones who:

- drive the development of products
- lead by influence not by authority
- are responsible for the success of those products

Why assessments for PM?

Support critical talent decisions for Product Managers through objective and reliable talent measurement specific to the organization across multi-faceted skills and knowledge areas.

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How to Identify Talent – Requirements

I need to identify and hire potential candidates for Product Manager for different job roles. I do have a few candidates but:

Do they have idea about Market Research and Customer Development? Do they know how to design and maintain products?

Do they know about the basic concepts of Product Management and Product Development Life Cycle?

Are they good at communicating with others?

Are they highly analytical?

Do they possess good problem solving skills?

Do they have relevant technical knowledge?

Are they aware of Agile methodology?

Are they good at coordinating with people?

Do they have experience of using any tool(s)?

Are they good at convincing people?

Are they driven selflessly?

Are they a culture and role fit or not?

Do they have a curious mind to ideate new products?

While I need to assess all these but I also want to save my interview bandwidth How can I do that?

Mapping Requirements to Assessments

Requirements	Abilities/Knowledge Areas	Assessment Name	🕐
Strong mental ability and reasoning capacity Should possess learning and training agility Should be proficient in comprehending written text	Analytical Ability Quantitative Ability English Usage	**Cognitive Ability** **(20-30 items)**	20-30 Minutes
Should have good English writing skills	WET (Written English Test)	**Communication Skills** **(1 item)**	15-20 Minutes
Should have basic Product Management knowledge	Market research and customer development Basics of PM & PDLC Metrics Product design Lean	**PM Essentials** **(20 – 30 items)**	20-30 Minutes
Should possess good Technical knowledge Should possess good Tool knowledge Should have basic knowledge of Agile methodology	Technical knowledge Tool knowledge Agile methodology	**PM Advance** **(15-30 items)**	15-30 Minutes each
Should possess certain behavioral aspects and preferences that are critical for successful performance in the role	Drive Leadership Responsible Motivated	**Work-Related Behavior** **(20-30 items)**	20-30 Minutes

PM Essentials components

Market Research and Customer Development

| Competitive Analysis | Secondary Research | Customer Feedback/ Input |

Basics of PM & PDLC

| Difference between Product and Project Management | Product Life Cycle | Product Development Life Cycle | B2B/ B2C |

Metrics

| Frameworks | Growth | Engagement | Retention | Revenue |

Product Design

| Wireframing | User Stories | Epics | Prototyping | Mockups |

Lean

| Minimum Viable Product (MVP) | Road Mapping | Prioritization | Running Experiments |

PM Advance options

Technical

- **Frontend**
- **CI/CD**
- **Digital Marketing**
- **Backend**
- **Analytics**
- **API**
- **Database**

Tools

- **JIRA**
- **GIT**
- **Confluence**
- **Balsamiq**

Agile

- **Core Agile**
- **Kanban**
- **Scrum**

Product Manager – Levels

Senior/Group PM

Experience: 6+ Years
Focuses on product strategy/ product portfolio strategy

Product Manager

Experience: 2-6 Years
Focuses on structuring and conceptualising product once the requirement has been finalised

Associate PM

Experience: 0-2 Years
Focuses on execution, building user stories, wireframes
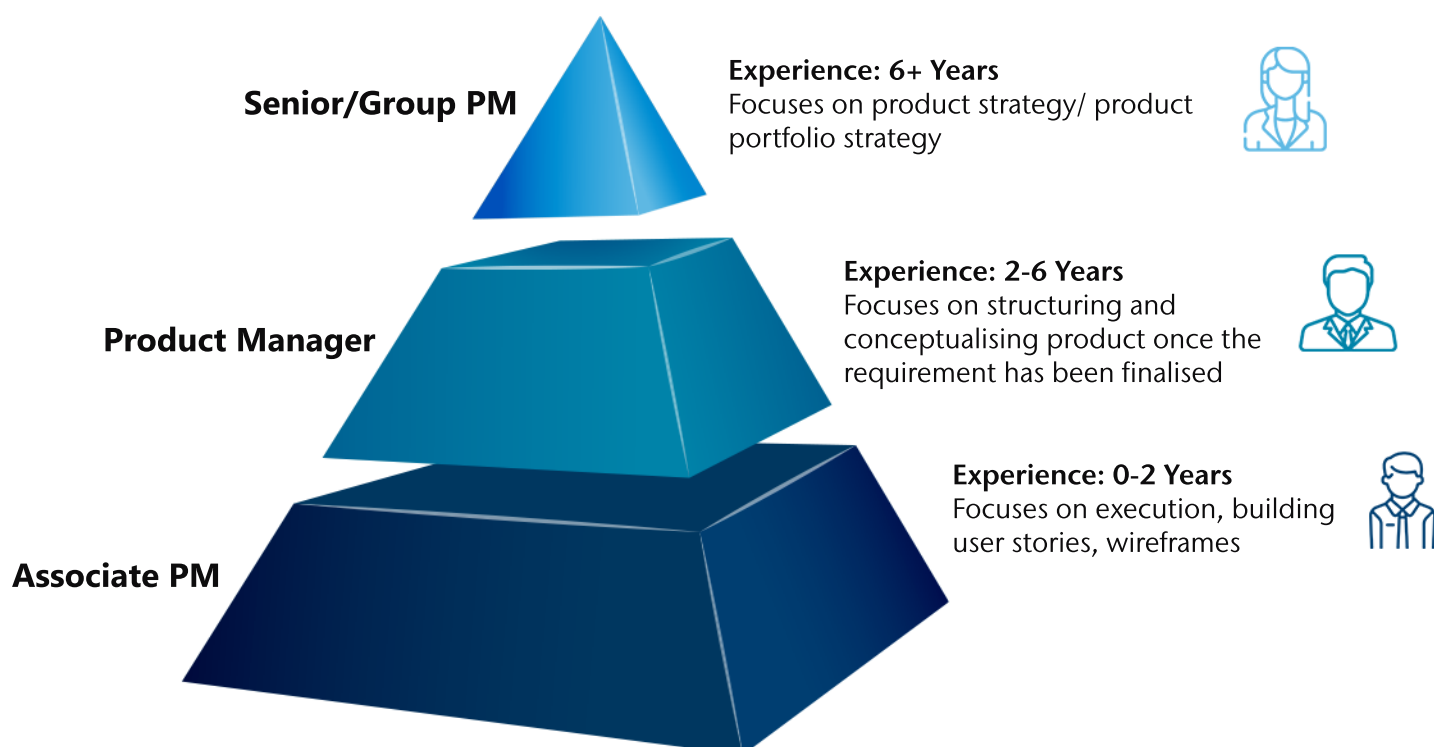
Assessment Solution (Role–Wise Evaluation Framework)

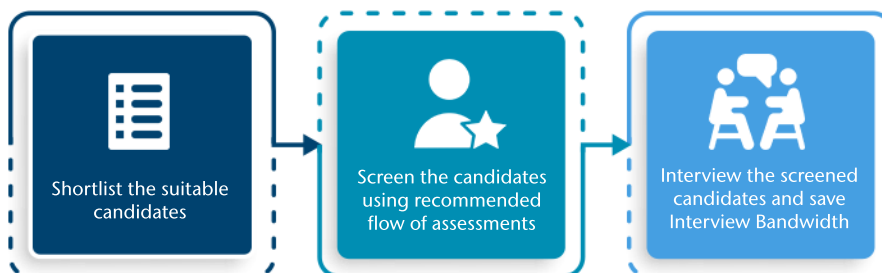The relevance / importance of each evaluation method differs across the typical roles and their corresponding experience brackets – the table below indicates the recommended criticality

Package	Cognitive Ability	Communication Skills	PM Essentials	PM Advance	Behavioral
Associate	High	High	Moderate	Low	Low
Manager	Moderate	High	High	High	Moderate
Leader	Low	Moderate	High	High	High

● Low   ● Moderate   ● High

Assessment Flow

For any role, a holistic approach to candidate evaluation ensures information is captured on all skills / abilities / competencies for better decision making. The following is the recommended flow to assess and hire best fit candidates for the role, though this can be configured/ customized as per client's requirements.

Shortlist the suitable candidates → Screen the candidates using recommended flow of assessments → Interview the screened candidates and save Interview Bandwidth

Recommended Flow of Assessments

01 Cognitive Ability Assessment — 02 Communication Skills Assessment — 03 PM Essentials — 04 PM Advance — 05 Behavioral Assessment

About Assessment Solutions

Aon's Assessment Solutions includes the cut-e and CoCubes brands and operates as part of Aon's global Human Capital solutions, helping clients achieve sustainable growth by driving business performance through people performance. Aon's Assessment Solutions group undertakes 30 million assessments each year in 90 countries and 40 languages.

30M+
assessments carried out each year

500+
colleagues with assessment expertise

40+
available languages
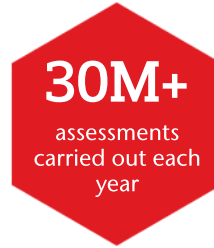
About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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