Comment se former au Product Management ?

hubvisory

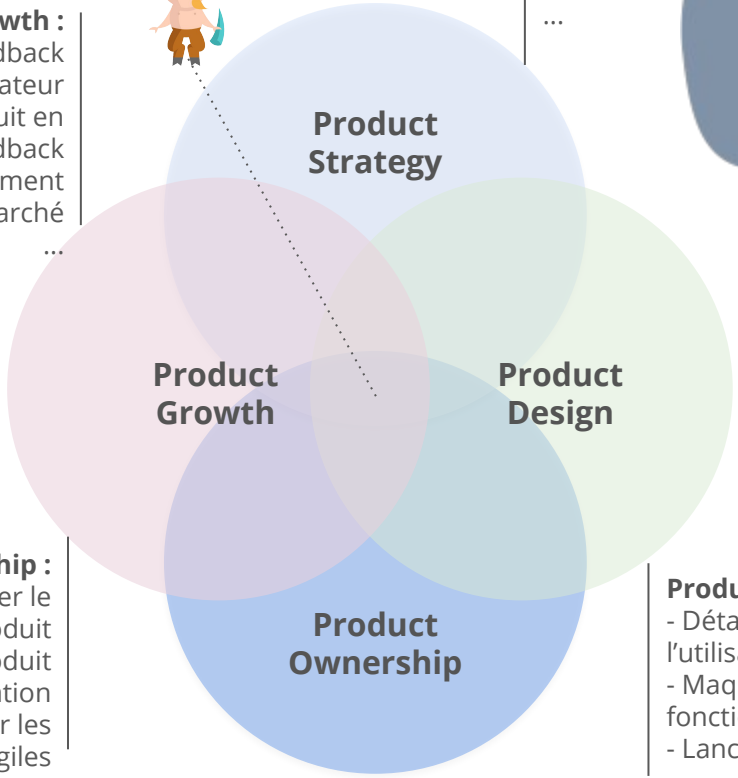
LeLab RH

Restez chez vous, sauvez des vies

LES ENJEUX DE LA FORMATION

Le Product Manager

Product Growth :
- Rechercher du feedback utilisateur
- Adapter le produit en fonction de ce feedback
- Promouvoir le lancement sur le marché
...



Product Strategy :
- Récolter les besoins des utilisateurs
- Identifier un concept de produit
- Vérifier le potentiel du produit
...

Product Ownership :
- Accompagner le développement du produit
- Partager la vision produit au sein de l'organisation
- Faire respecter les cérémonies agiles
...

Product Design :
- Détailler le parcours de l'utilisateur
- Maquetter les fonctionnalités du produit
- Lancer un prototype
...

Le profil-type n’existe pas !

Ouvrez vos chakras !

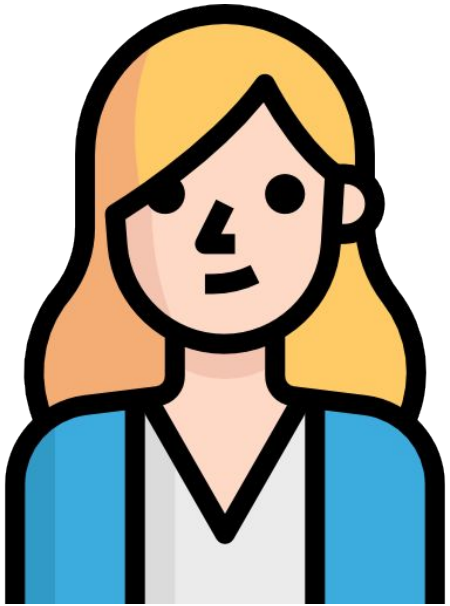
“Il est top mais trop junior”

“C’est dommage elle n’a pas fait exactement 5 ans comme PM sur un SaaS”

“Bon profil mais il a plutôt fait du Marketing avant”

LES PARCOURS POSSIBLES

L’entrepreneur

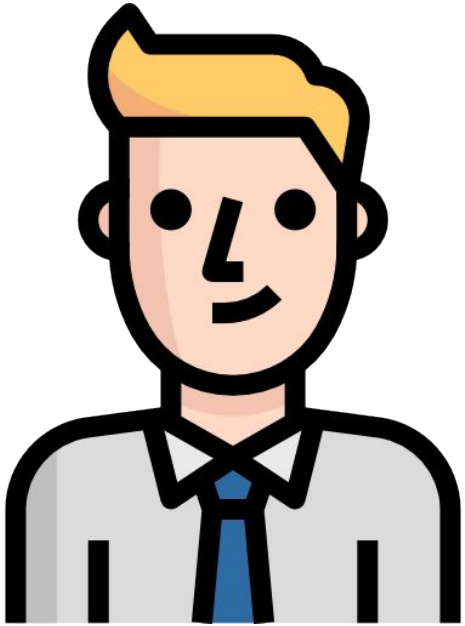


Son CV, c’est son Produit

L’autodidacte

Le chasseur de compétences

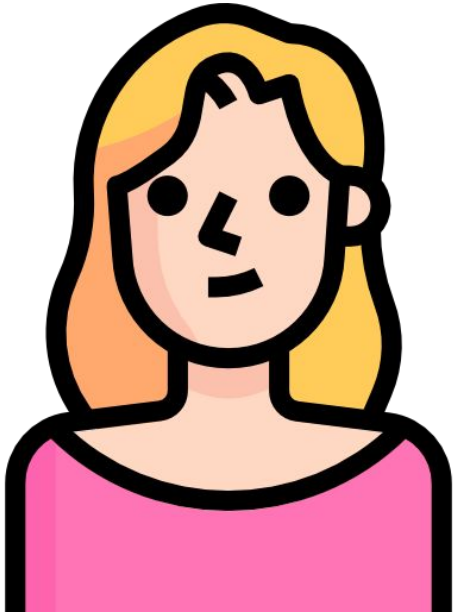
Le reconverti



Développeur, designer, sales, chef de projet, ou au marketing

Le plus expérimenté, à condition de sortir de ses habitudes

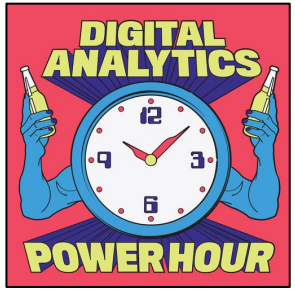
Diplômé du web

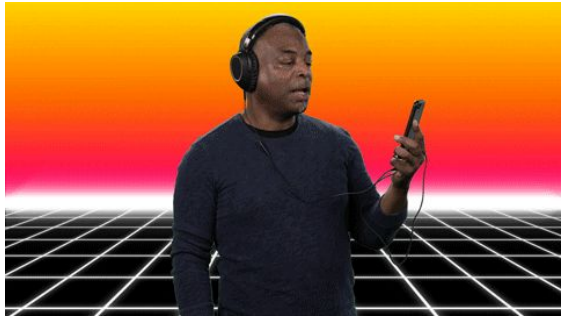


Pure player du Product Management

LES RESSOURCES POUR SE FORMER

Les podcasts





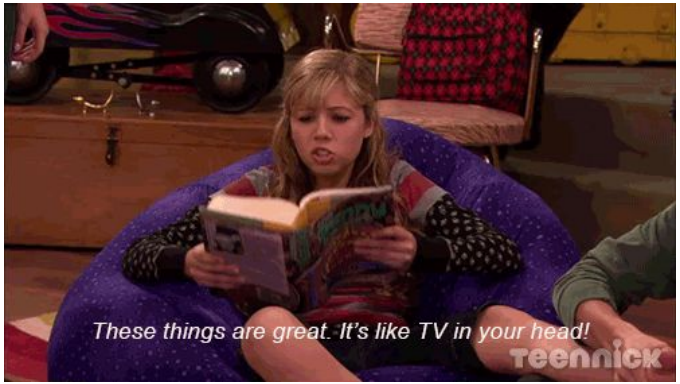
Les blogs

Medium

romanpichler

hubvisory

MONSIEUR GUIZ



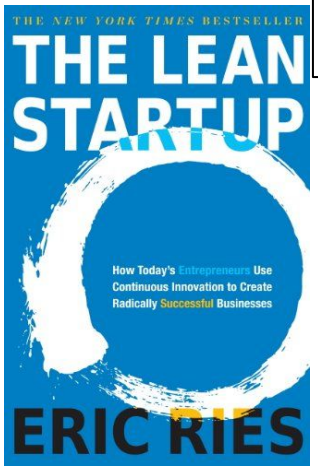
HACKER NOON

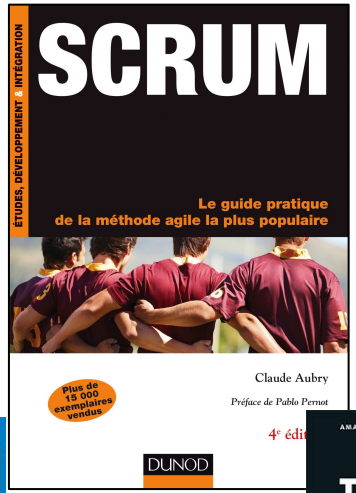
mind the PRODUCT

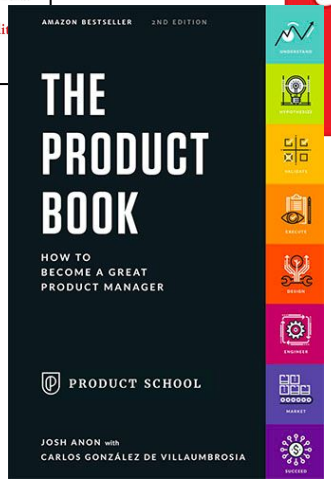
TechCrunch

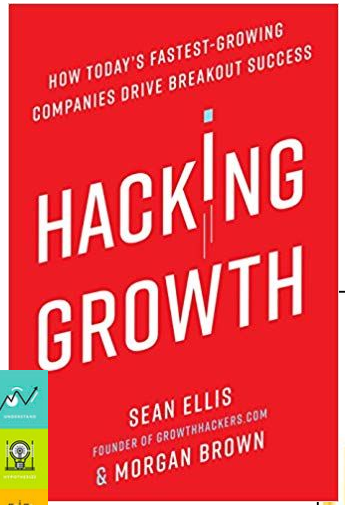
ATLASSIAN

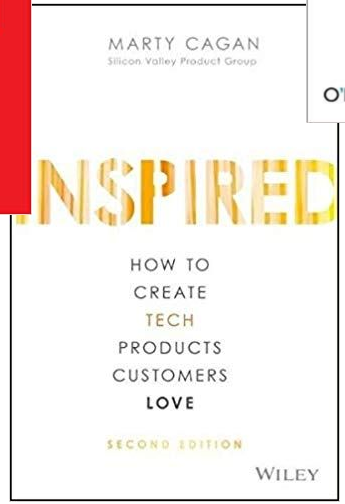
Les livres incontournables

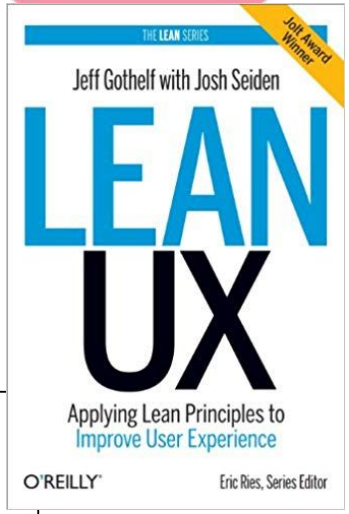












Échanger c’est aussi apprendre...

Partech Shake

Partout en France...

People
& Product

Product Tank

Les Bootcamps

Growth Tribe

le wagon

TALKS ≠ FORMATION

The Design crew

GA GENERAL ASSEMBLY

ET SI ON FORMAIT NOS ÉQUIPES ?

Formations interprofessionnelles

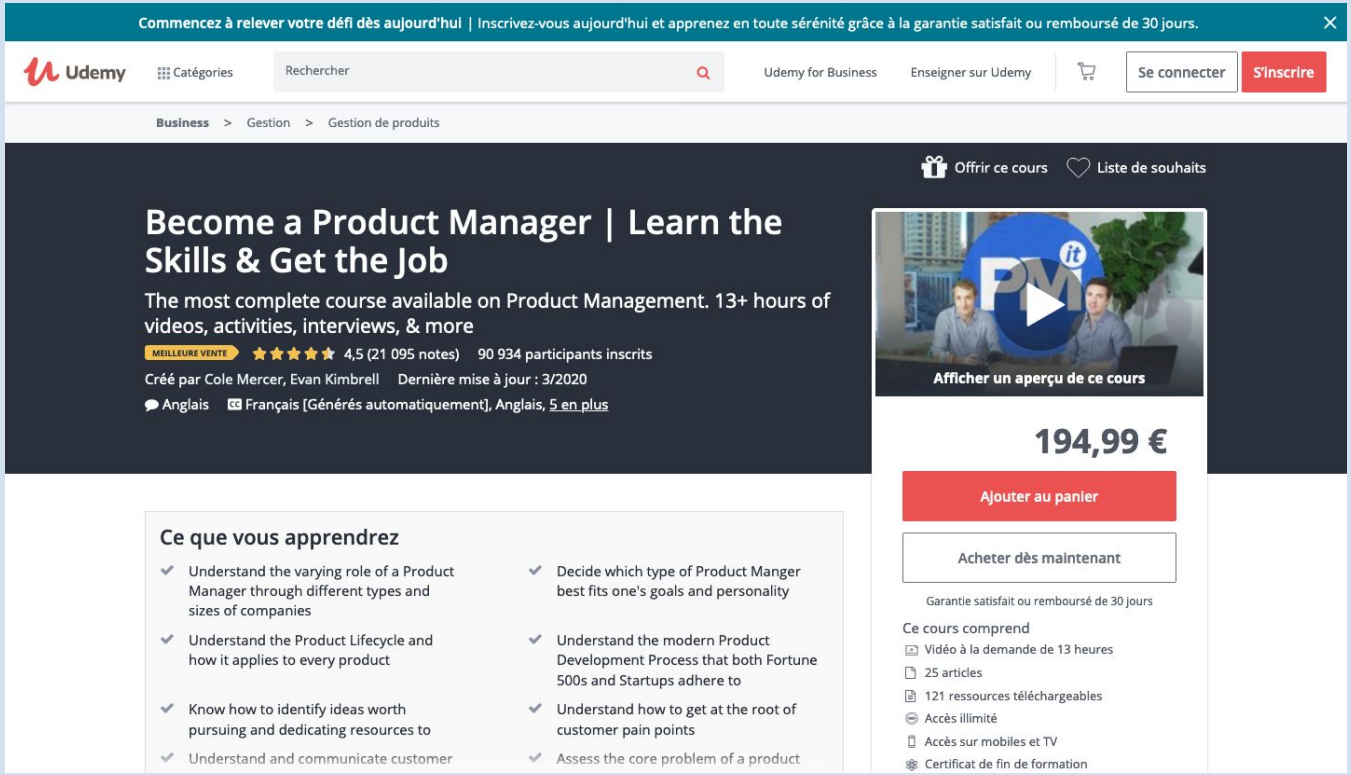
Très important ! →

Certifié Datadock

hubvisory INSTITUTE

TO-DO List
#confinement

Product Management



Ressources : https://www.udemy.com/course/become-a-product-manager-learn-the-skills-get-a-job/

Product Management

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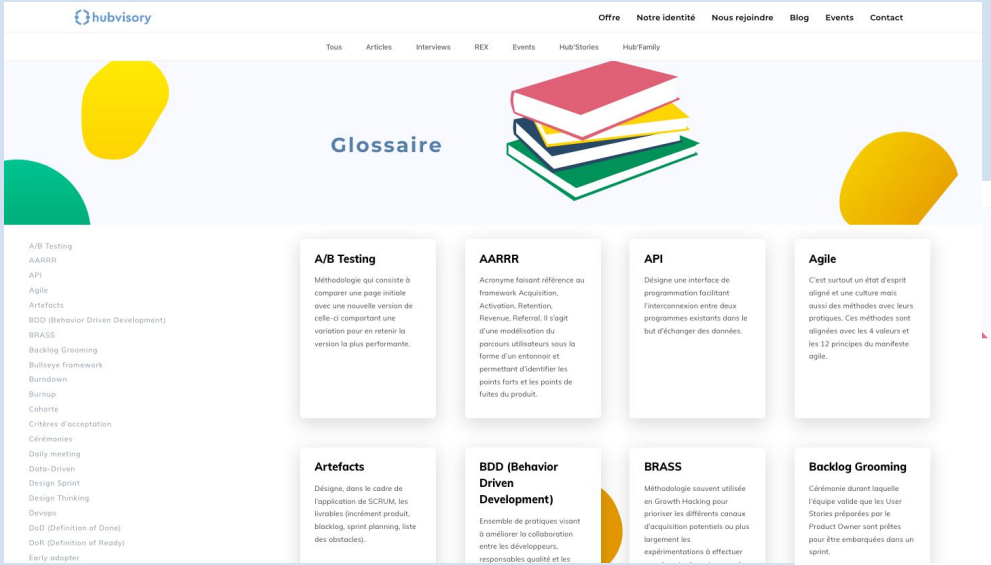
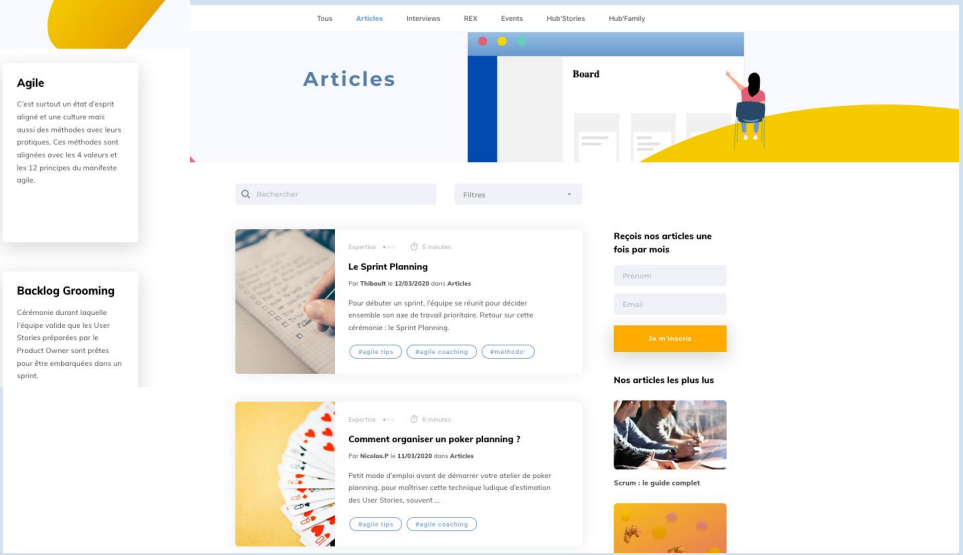
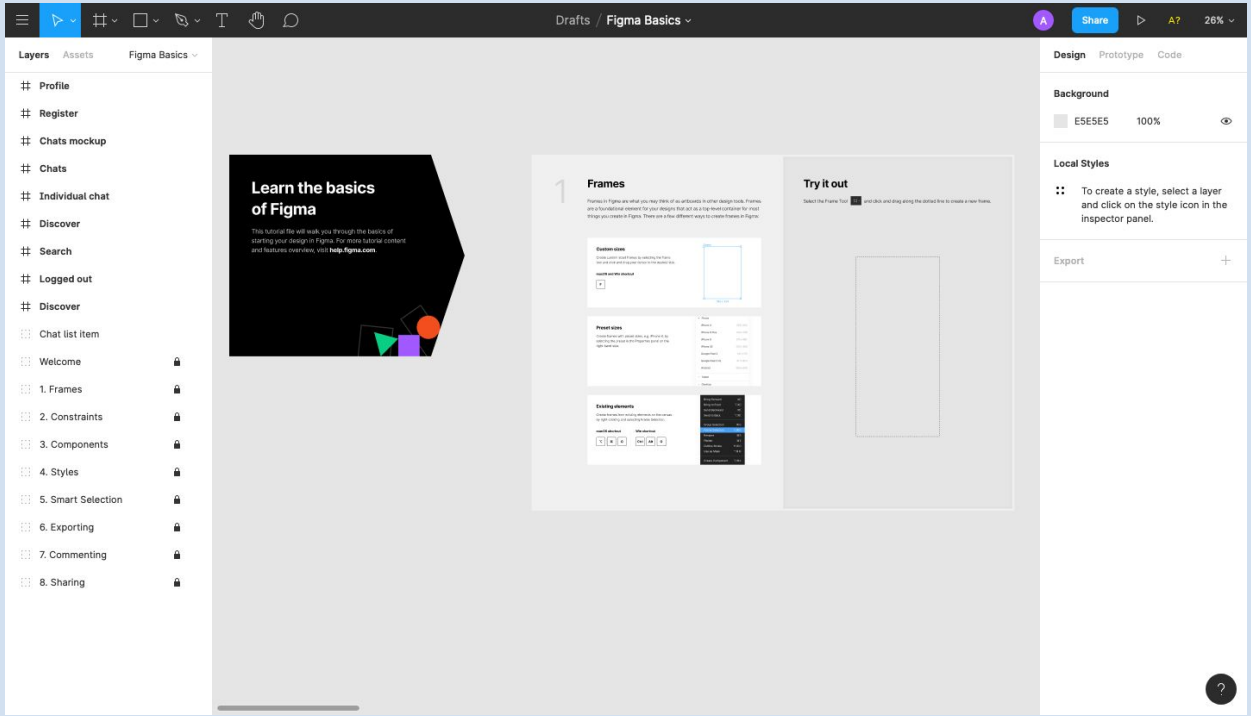
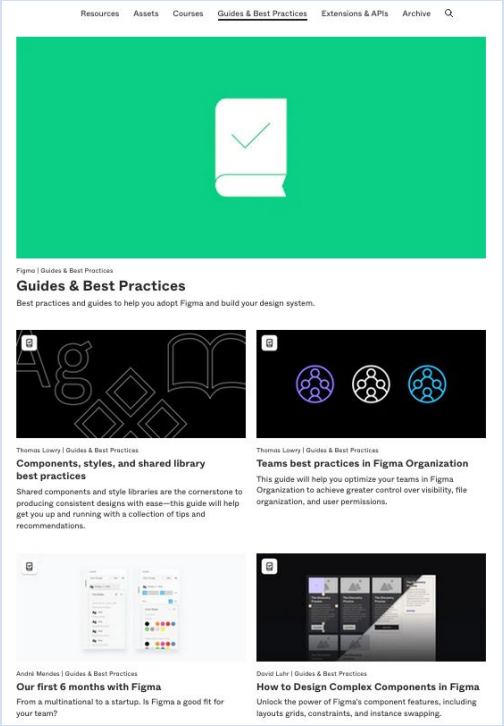




Ressources : https://hubvisory.com/blog/ et https://hubvisory.com/glossaire/

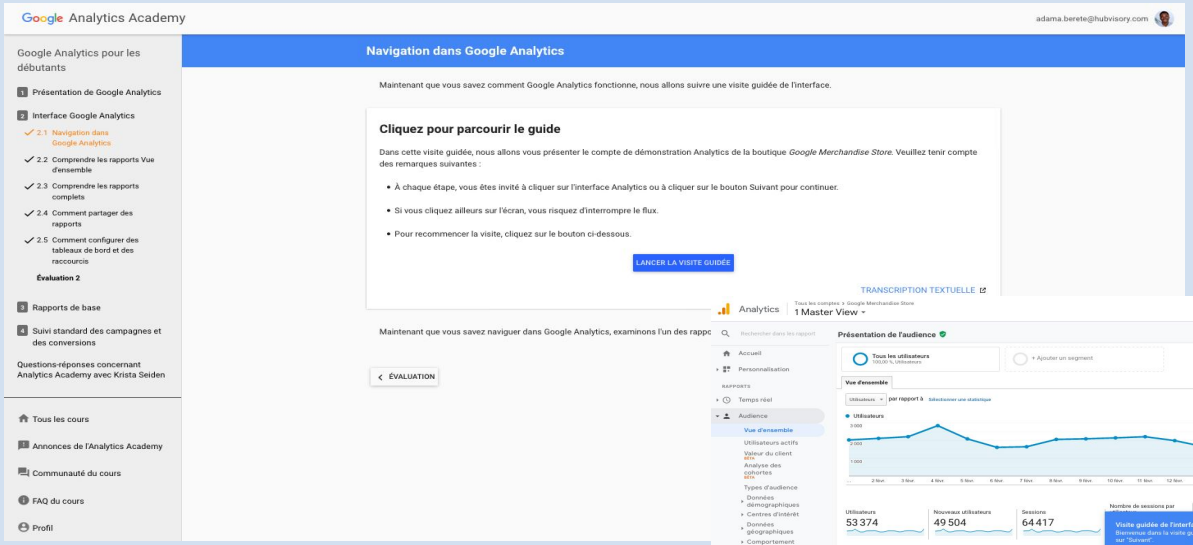
Design

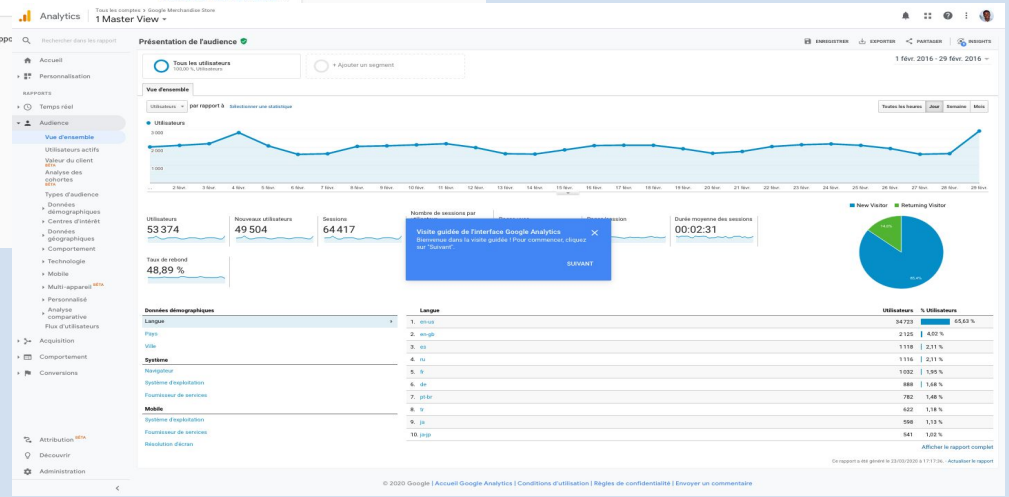




Ressources : https://www.figma.com/resources/guides-and-best-practices/

Data analytics

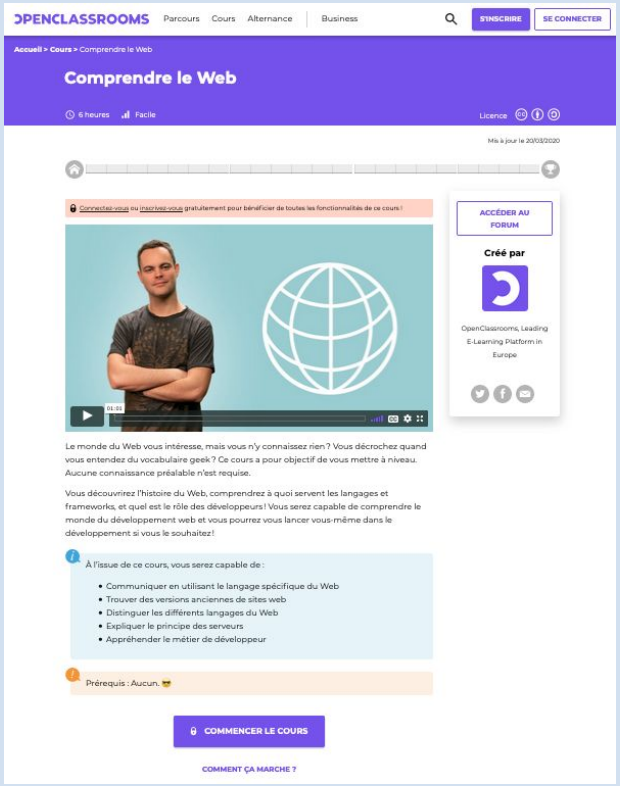




Google Analytics

Ressources : https://analytics.google.com/analytics/academy/

Développement web



Ressources : https://openclassrooms.com/fr/courses/1946386-comprendre-le-web

BONNE FORMATION !