Career Strategy Discussion

Dear [Candidate Name]

We would like to thank you for availing our services on [date] for Career Strategy Discussion. Your career strategy session with [coach name] was catered to address following challenges/questions

[Candidate's Main Challenges**]**

Below is a summary and feedback from you coach.

[Coach Recommendations]

[Additional resources]

Magic Formula of Mentor Me Good to land your dream job (PM Role)

STEP 1: Resume update (~2 weeks) – Follow below steps-
1. Review our 10-point guide for a great resume
2. To come up with your bullet points, review below PM skills and match them with your past accomplishments-
    a. **Product /features launches**- As a PM, nothing is more tangible than shipping a product. Have you launched a product? Do you have experience in 0-1 products or scaling existing products? Have you found a business?
    b. **User research**- Have you conducted user research (surveys, focus groups, interviews, etc.) to get learn about customer pain points? Have you used it to get insights to inform product decisions?
    c. **Metrics**- What metrics did you improve on when working in your current job or side projects? Have you defined custom metrics to measure the success of your feature? Did you change the existing process to drive metrics?
    d. **Data-driven decisions**- Did you use implicit and explicit customer data to assess the size of customer problems or the next opportunity? Did you do root cause analysis based on customer data? Have you used SQL (or any tool) to pull insights? What did you measure to validate your ideas?
    e. **Product artifacts**- Did you create a product roadmap, 3-year plans, launch plan, BRDs, Press releases?
    f. **Market research**- Have you conducted market research or competitive benchmarking? Do you know how to arrive at a potential market size?
    g. **Design**- Have you done any concepts/wireframes? Did the design change that you led bring about any product improvement?
    h. **Software experience**- Have you worked with engineering to build products? Did you influence your tech team to make tech design tradeoffs by advocating for customer needs?
    i. **Collaboration with cross-functional teams**
    j. **Organize/led teams**- Have you lead a large org, start or lead a business
    k. **Thrived in ambiguity**- This one is hard to quantify but think of any tradeoff analysis you did/ made big decisions such as scrap old platform, state complexity using the size of customers or number of workflows, etc.
3. To frame your bullet points, make sure it has these three parts 1) your action (e.g. built, launched, achieved, etc) 2) who benefitted (internal or external customers) and 3) the impact (use metrics).
   You can also book a resume review with us where we go deep in your past exp to bring out the most relevant accomplishments. As part of resume review, we will help prepare responses to 2 behavioral questions and create an interview prep plan that incorporates all types of interview questions (product, estimation, root cause, behavioral, pricing, etc.)

STEP 2: Apply to jobs (~2 weeks)- Apply using referral as much as possible. Additionally, search for LinkedIn posts from hiring managers and directly reach out to them. This is a simple but effective way to stand out.

STEP 3: Learn and Practice (~ 2 months)-. You can find interview questions on Glassdoor or use our interview prep plan. Here are two questions that you can practice on your own: 1) Build a product for people with food restrictions 2) How would you design a hoverboard for kids? How will you determine its product/market fit?

You can book mock interviews with us for practice ideally ~4 weeks before your interview. Per our data, 90% of the customers, who took 3 mocks with our coaches before their actual interview landed the offer.

If you need help on a specific type of questions or topics, book upskill session with us.

Quote of the day: The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. - Steve Jobs