Applied Frameworks

Product Management Minute

Why Does the Industry Lifecycle Matter?

Laura Caldie, Carlton Nettleton, Luke Hohmann

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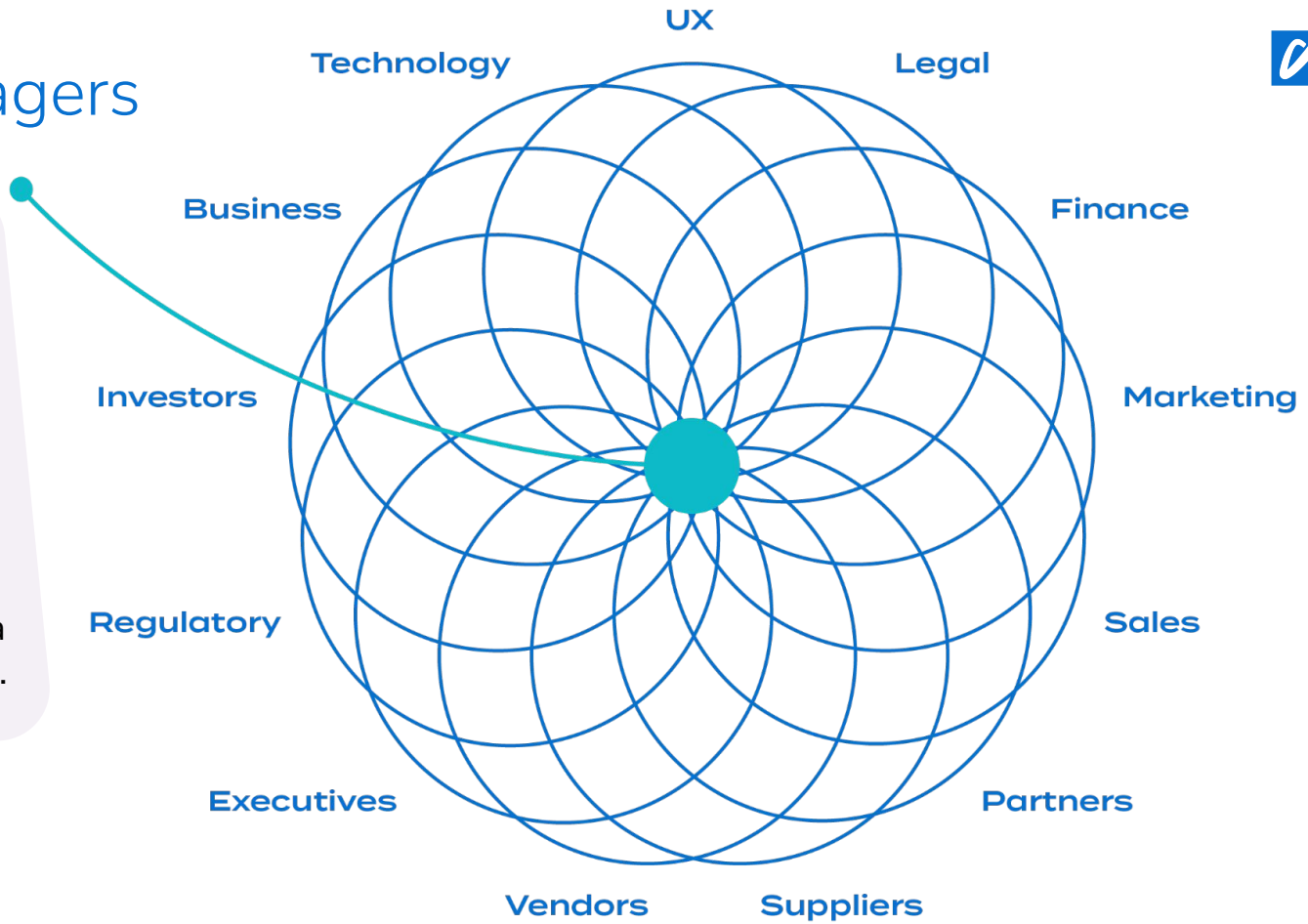
Product Managers

PMs operate in an extremely complicated environment.

Effective collaboration with multiple stakeholders requires a broad knowledge base.

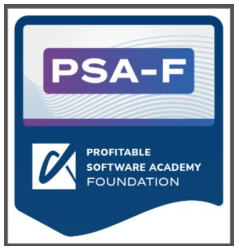


What is the Profitable Software Academy (PSA)?

Designed for software PMs, the PSA is a multi-week program delivered through a combination of **self-paced learning modules, asynchronous instructor coaching** and **live, instructor-led peer groups** that provides the skills needed for PMs over the course of their career.

PSA provides organizational benefits by:

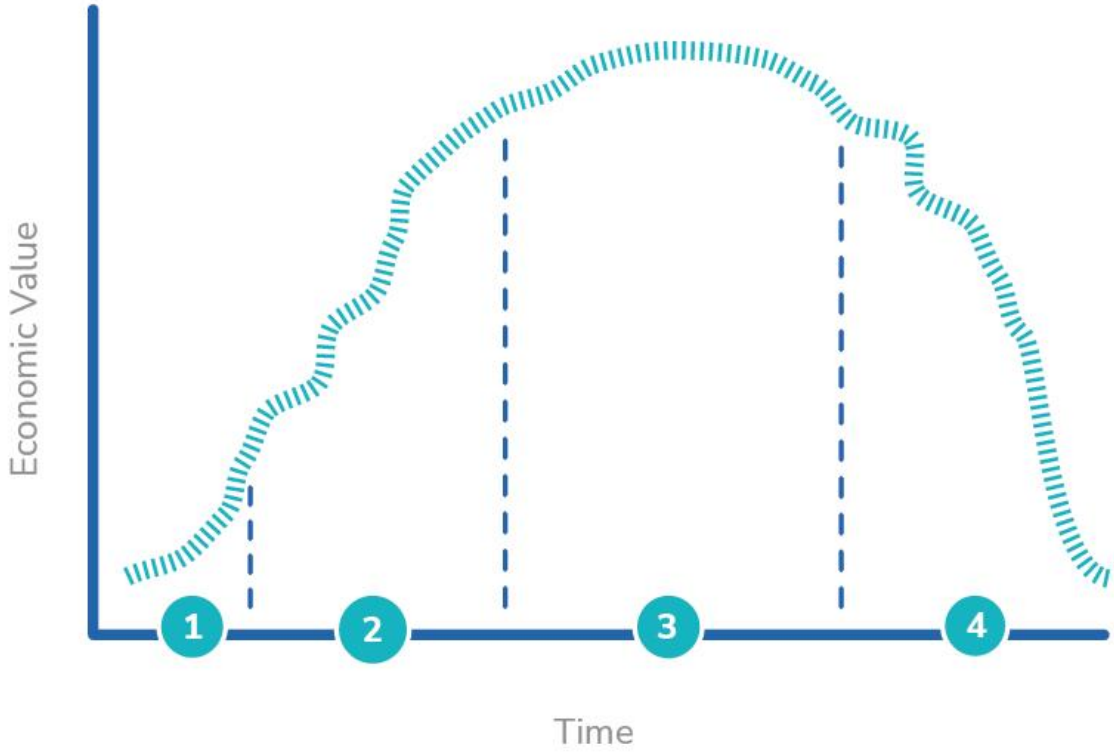
- Upskilling / addressing knowledge gaps
- Aligning on a common lexicon
- Improving ability to deliver profitable software-enabled solutions



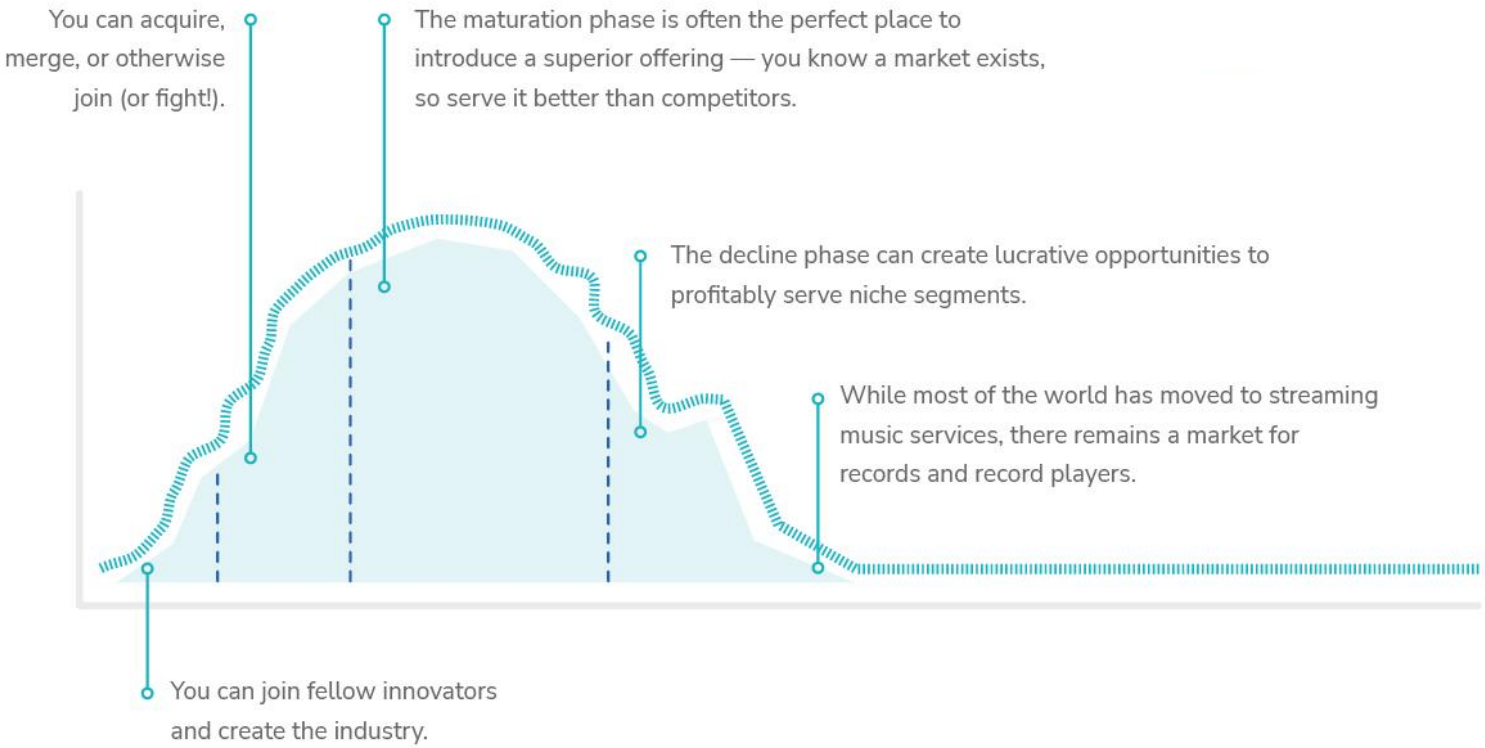
Let’s get started, ready? **Go!**

Industry Lifecycle

Industry Lifecycle



There are opportunities at every stage



Next Product Management Minute: How can I leverage the Solution Lifecycle?

August 11, 2023 @ 12:30 Central

laura@appliedframeworks.com

Resources: https://appliedframeworks.com/blog/

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That’s it for now, Thank you!

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Thank you for attending!

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