
Succeeding as an APM

Introduction



About the Instructor

Who are you?

Name	Clement Kao
Mission	To make product management easier for everyone
Education	<p>Graduated UC Berkeley in 2014</p> <ul style="list-style-type: none"> • Double major in Molecular Cell Biology and Business, with a concentration in entrepreneurship and technology • 3.9 GPA, 770 GMAT, 168 GRE Math, 169 GRE Verbal
Accomplishments	<ul style="list-style-type: none"> • Shipped 10 multi-million dollar B2B products in 5 years • Promoted from Associate PM to Group PM within 1.5 years • Published 4 books, 170+ essays, 40+ speaker events, 15+ podcasts, and 15+ videos on product management (list of publications and speaker events at https://tinyurl.com/clement-kao-press-publications)



Who are you?

I've published multiple product management books:

- **Refining Your Product Skills** at <https://www.amazon.com/dp/B08SQRL61T>
- **Excellent Execution as a Product Manager** at <https://www.amazon.com/dp/B08BWGPR8D>
- **Breaking Into Product Management** at <https://www.amazon.com/dp/1670792714>

Feel free to use these books as reference materials





Course Overview



What will we cover?

This course contains 4 self-paced modules. No prior work experience necessary!

Module 1: Introduction	<ul style="list-style-type: none"> • About the instructor • Course overview
Module 2: Fundamentals	<ul style="list-style-type: none"> • The role of the product manager • The PM career ladder • Working with the business • Working with customers • Working with designers and engineers • Working with the product

Module 3: Onboarding	<ul style="list-style-type: none"> • Your first 3 months on the job • Absorbing information • Executing against the mission • Leading the team • What comes after your first 90 days
Module 4: Deep dives	<ul style="list-style-type: none"> • Building stakeholder empathy • Managing uncertainty • Handling objections • Dealing with context switching • Writing product specs • Analyzing data • Using the critical path method

What are our learning objectives?

By the end of this course, you'll gain mastery over the following:

- The **expectations on the job** for APMs
- Core **foundational knowledge** to succeed in your role
- **Key skills** you can develop to stand out and exceed expectations
- Future **situations** you may run into during your time as an APM

This will enable you to

1. Feel more **confident, comfortable, and secure** on the job
2. **Rise the ranks** more quickly than the competition
3. Make a **larger positive impact** on your users

