

GUIDEXIA LEARNING

PRODUCT MANAGER

COMPLETE WEEK-BY-WEEK ROADMAP

8-9 Months | 12 Phases | 36 Weeks | Strategy + Execution + Leadership

- 36** Weeks
- 12** Phases
- 250+** Skills
- 8-9** Months
- 100%** Free

Discovery | Define | Design | Build | Launch | Grow

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This is your complete, week-by-week Product Manager roadmap — 12 phases across 36 weeks (8-9 months). It covers everything from product thinking and user research through strategy, agile execution, analytics, design, go-to-market, stakeholder management, growth, monetisation, AI for PMs, and a full career launch strategy. Follow it with 2-3 hours daily and you will be interview-ready for PM roles at top companies.

COMPLETE ROADMAP OVERVIEW — 12 PHASES | 36 WEEKS | 9 MONTHS

#	Phase	Timeline	Key Skills
01	PM Foundations & Product Thinking	Month 1	Product Thinking, JTBD, Discovery, User Interviews
02	User Research & Customer Understanding	Month 2	Usability Testing, NPS, Personas, Journey Maps
03	Product Strategy & Vision	Month 2-3	Vision, TAM/SAM/SOM, RICE, Wardley Mapping
04	Product Roadmapping & Prioritisation	Month 3	Roadmaps, OKRs, RICE, Stakeholder Alignment
05	Agile, Scrum & Product Execution	Month 4	Scrum, User Stories, PRD Writing, Figma
06	Product Analytics & Data-Driven PM	Month 4-5	Metrics, Mixpanel, A/B Testing, SQL Basics
07	UX, Design Thinking & Prototyping	Month 5	Design Thinking, Figma, Heuristics, Design QA
08	Go-to-Market & Product Launch	Month 6	GTM, Positioning, Launch Tiers, Pendo
09	Stakeholder Management & Communication	Month 7	Executive Briefs, DACI, Negotiation, Managing Up
10	Growth, Monetisation & Business Models	Month 7-8	PLG, Viral Loops, SaaS Pricing, Unit Economics

11	AI for Product Managers	Month 8	LLMs, AI Specs, Prompt Engineering, Responsible AI
	PM Career, Portfolio & Job Readiness	Month 9	PM Portfolio, CIRCLES, Case Studies, Job Search
PM CAREER PATHS COVERED			

1

PM Foundations & Product Thinking

Weeks 1-3 (Month 1)

PHASE 01

Great product management starts long before any feature is built. This phase installs the mental models, vocabulary, and product thinking frameworks that separate PMs who ship value from PMs who just ship features.



Weeks 1-2 | What is Product Management

The PM Role	Product Thinking
<ul style="list-style-type: none"> > PM vs project manager vs UX designer > Types of PM: B2B, B2C, platform, growth > What PMs own (outcomes not outputs) > Day-in-the-life of a PM at different companies 	<ul style="list-style-type: none"> > Problem-first vs solution-first thinking > The double diamond process > Systems thinking for product > First principles in product decisions

Week 3 | Product Discovery & Customer Empathy

Discovery Frameworks	Customer Research Methods
<ul style="list-style-type: none"> > Jobs-to-be-Done (JTBD) theory > Opportunity solution trees > Customer problem stack ranking > Assumption mapping 	<ul style="list-style-type: none"> > User interviews — structure & questions > Contextual inquiry & observation > Survey design best practices > Synthesising qualitative research

SKILLS GAINED IN THIS PHASE

PM Role	Product Thinking	Double Diamond	JTBD	Opportunity Solution Tree
Discovery	User Interviews	Contextual Inquiry	Survey Design	Assumption Mapping
Problem Framing	Systems Thinking			



Phase Deliverable:

You can articulate the PM role, conduct structured discovery, and apply Jobs-to-be-Done and opportunity trees to any product problem.



2

User Research & Customer Understanding

Weeks 4-6 (Month 2)

PHASE 02

The best PMs are obsessed with customers — not opinions about customers. This phase gives you the research toolkit to truly understand users, map their journeys, and build user personas grounded in real data rather than assumptions.



Week 4 | Qualitative Research Mastery

Interview Techniques	Usability Testing
<ul style="list-style-type: none"> > How to avoid leading questions > The Mom Test framework > 5-second test & think-aloud protocol > Remote vs in-person research 	<ul style="list-style-type: none"> > Moderated usability test design > Task scenario writing > Observation & note-taking > Affinity diagrams & synthesis

Week 5 | Quantitative Research

Analytics for PMs	Surveys & Data
<ul style="list-style-type: none"> > Funnel analysis & drop-off > Cohort analysis for retention > Session recording & heatmaps > NPS, CSAT & CES metrics 	<ul style="list-style-type: none"> > Statistical significance basics > Sample size for surveys > Likert scale design > Combining qual and quant

Week 6 | Personas & Journey-Mapping

User Personas	Customer Journey Maps
<ul style="list-style-type: none"> > Evidence-based persona creation > Jobs-to-be-Done vs persona > Proto-persona for early stage > Avoiding persona anti-patterns 	<ul style="list-style-type: none"> > Journey map components > Emotional arc mapping > Service blueprinting > Jobs mapped to journey stages

SKILLS GAINED IN THIS PHASE

Mom Test	Think-Aloud	Usability Testing	Affinity Diagrams	Funnel Analysis
Cohort Analysis	Heatmaps	NPS	CSAT	CES
Survey Design	User Personas	Customer Journey Maps	Service Blueprinting	Qual + Quant Synthesis



Phase Deliverable:

You can run full discovery research cycles — user interviews, usability tests, analytics analysis — and synthesise findings into actionable insights.

Strategy is the most senior PM skill and the one most junior PMs skip. This phase teaches you to define a compelling product vision, set strategy that connects to business goals, and make the hard choices about what NOT to build.

PRODUCT MANAGER ROADMAP

Week 7 | Product Vision & Mission

Crafting Product Vision	Product Principles
<ul style="list-style-type: none"> > Vision vs strategy vs roadmap > Amazon's press release / working backwards > Vision statement formula > Communicating vision to engineers & executives 	<ul style="list-style-type: none"> > Writing product principles > Using principles to make decisions > Aligning team around principles > Netflix vs Spotify culture examples

Week 8 | Competitive & Market Analysis

Market Research	Competitive Analysis
<ul style="list-style-type: none"> > TAM, SAM, SOM calculation > Porter's Five Forces for product > Blue Ocean Strategy basics > Category creation vs disruption 	<ul style="list-style-type: none"> > Competitor feature matrix > Positioning maps > Jobs-to-be-Done competitive lens > Win/loss analysis

Week 9 | Product Strategy Frameworks

Strategy Frameworks	Strategic Prioritisation
<ul style="list-style-type: none"> > Wardley Mapping basics > The Three Horizons model > Platform strategy vs product strategy > Network effects & moat building 	<ul style="list-style-type: none"> > Now-Next-Later framework > RICE scoring (Reach, Impact, Confidence, Effort) > Kano model for features > Strategic vs tactical decisions

SKILLS GAINED IN THIS PHASE

Product Vision	Working Backwards	Amazon PR/FAQ	Product Principles	TAM/SAM/SOM
Porter's Five Forces	Blue Ocean	Competitive Matrix	Wardley Mapping	Three Horizons
Network Effects	RICE	Kano Model	Now-Next-Later	



Phase Deliverable:

You can write a product vision, conduct competitive analysis, choose a strategic framework, and defend your strategy to any executive.

4

Product Roadmapping & Prioritisation

Weeks 10-12 (Month 3)

PHASE 04

A roadmap is not a Gantt chart — it is a communication tool and a promise. This phase teaches you to build roadmaps that inspire teams, set stakeholder expectations, and stay flexible enough to survive contact with reality.



Week 10 | Roadmap Types & Design

Roadmap Formats	Roadmap Tools
<ul style="list-style-type: none"> > Theme-based roadmaps (outcomes, not features) > Timeline roadmaps & when to use them > Now-Next-Later as a living document > Portfolio roadmaps for multi-product 	<ul style="list-style-type: none"> > ProductPlan & Aha! overview > Notion roadmap templates > Linear for engineering-aligned roadmaps > Presenting roadmaps in Google Slides

Week 11 | Prioritisation Frameworks

Scoring & Matrix Methods	Stakeholder Prioritisation
<ul style="list-style-type: none"> > RICE framework in depth > ICE scoring (Impact, Confidence, Ease) > Impact vs effort matrix > Opportunity scoring (Ulwick) 	<ul style="list-style-type: none"> > How to say no gracefully > Dealing with HiPPO (Highest Paid Person's Opinion) > Negotiating priorities with engineering > Aligning roadmap with OKRs

Week 12 | OKRs & Goal Setting

OKR Methodology	Metrics & Success Criteria
<ul style="list-style-type: none"> > Writing great objectives > Key results: outcome-based vs output-based > OKR check-ins & grading > Company vs team vs product OKRs 	<ul style="list-style-type: none"> > North Star Metric for product > Input vs output metrics > Counter-metrics & guardrails > Defining done for product releases

SKILLS GAINED IN THIS PHASE

Theme Roadmaps	Now-Next-Later	ProductPlan	Aha!	Linear Stakeholder Management Guardrails
RICE	ICE	Opportunity Scoring	Impact/Effort Matrix	
OKRs	North Star Metric	Input/Output Metrics	Counter-Metrics	



Phase Deliverable:

You can build outcome-based roadmaps, apply three prioritisation frameworks, write OKRs, and align stakeholders around product direction.

5

Agile, Scrum & Product Execution

Weeks 13-15 (Month 4)

PHASE 05

Strategy without execution is just a PowerPoint. This phase builds your agile fluency — sprint ceremonies, backlog management, working with engineers — and the writing skills that turn ideas into shipped software.



Week 13 | Agile & Scrum for PMs

Agile Fundamentals	Sprint Ceremonies
<ul style="list-style-type: none"> > Agile manifesto & 12 principles > Scrum roles (PO, Scrum Master, Dev Team) > Sprint cycle overview > Kanban vs Scrum — when to use each 	<ul style="list-style-type: none"> > Sprint planning: story points & capacity > Daily standup best practices > Sprint review vs sprint retrospective > Definition of Ready & Done

Week 14 | Backlog Management & User Stories

Writing User Stories	Backlog Health
<ul style="list-style-type: none"> > User story format (As a... I want... So that...) > Acceptance criteria writing > Story splitting techniques > BDD: Given-When-Then 	<ul style="list-style-type: none"> > Backlog grooming cadence > Story estimation (planning poker) > Epic vs story vs task > Managing technical debt in backlog

Week 15 | Working with Engineering & Design

PM-Engineering Partnership	PM-Design Collaboration
<ul style="list-style-type: none"> > How to give engineers context (not solutions) > PRDs vs product briefs > Writing specs engineers love > Handling scope creep mid-sprint 	<ul style="list-style-type: none"> > Design critique & feedback > Design systems & component libraries > Handoff from design to engineering > Prototyping tools: Figma basics for PMs

SKILLS GAINED IN THIS PHASE

Agile	Scrum	Kanban	Sprint Planning	Story Points
Acceptance Criteria	User Stories	BDD	Backlog Grooming	Epics
PRD Writing	Product Briefs	Figma Basics	Design Critique	Technical Debt
Sprint Retro				

**Phase Deliverable:**

You can run a full sprint cycle, write production-quality user stories and PRDs, and build strong working relationships with engineering and design.

Data-driven PMs earn more, ship better products, and make faster decisions. This phase gives you the analytical skills to define metrics, interpret data, run experiments, and avoid the trap of making decisions on gut feel.

PRODUCT MANAGER ROADMAP

Week 16 | Metrics & KPIs for PMs

Defining Product Metrics

- > AARRR framework (Pirate Metrics)
- > Engagement, retention & monetisation metrics
- > Ratio metrics vs absolute metrics > Leading vs lagging indicators

Metric Frameworks

- > North Star Metric in practice
- > Input metrics & controllable levers
- > Metric trees & decomposition
- > Setting metric targets & benchmarks

Week 17 | Product Analytics Tools

Analytics Platforms

- > Mixpanel for event tracking
- > Amplitude for product analytics
- > Google Analytics 4 for PMs
- > Heap auto-capture overview

SQL for PMs

- > Basic SELECT, WHERE, GROUP BY
- > Funnel queries
- > Cohort retention in SQL
- > Reading dashboards vs writing queries

Week 18 | Experimentation & A/B Testing

A/B Test Design

- > Hypothesis writing for experiments
- > Minimum Detectable Effect (MDE)
- > Sample size calculation
- > Choosing the right metric to test

Running Experiments

- > Feature flags & rollout strategies
- > Statistical significance & power
- > Interpreting inconclusive tests
- > Multi-variate testing (MVT)

SKILLS GAINED IN THIS PHASE

AARRR	Product Metrics	North Star Metric	Metric Trees	Mixpanel
Amplitude	Google Analytics 4	Heap	SQL Basics	Funnel Queries
A/B Testing	Hypothesis Writing	MDE	Statistical Power	Feature Flags
MVT				



Phase Deliverable:

You can define a full metrics framework, extract insights from analytics tools, design A/B tests, and interpret experimental results confidently.

7

UX, Design Thinking & Prototyping

Weeks 19-21 (Month 5)

PHASE 07

PMs who understand design are 10x more effective than those who don't. You don't need to be a designer — but you must speak the language, know when designs are good, and co-create with your design partners rather than just review their work.



Week 19 | Design Thinking for PMs

Design Process	Information Architecture
<ul style="list-style-type: none"> > Stanford d.school framework > Empathise > Define > Ideate > Prototype > Test > Design sprints (Google Ventures) > How to facilitate an ideation workshop 	<ul style="list-style-type: none"> > Card sorting for navigation > Sitemaps & user flows > Progressive disclosure principle > Content strategy basics

Week 20 | Figma for Product Managers

Figma Essentials	Wireframing
<ul style="list-style-type: none"> > Navigating frames & layers > Reading & commenting on designs > Auto-layout components > Inspecting spacing & styles 	<ul style="list-style-type: none"> > Low vs medium vs high fidelity > When to wireframe vs go to mockup > Communicating with wireframes > Annotation & callouts

Week 21 | Usability, Accessibility & Design QA

Usability Principles	Accessibility & Design QA
<ul style="list-style-type: none"> > Nielsen's 10 heuristics > Cognitive load & mental models > Error prevention design patterns > Progressive onboarding 	<ul style="list-style-type: none"> > WCAG 2.1 basics for PMs > Contrast ratios & typography > Checking designs before engineering > Bug triaging for design issues

SKILLS GAINED IN THIS PHASE

Design Thinking	Design Sprint	Ideation Workshop	Information Architecture	Card Sorting
User Flows	Figma	Wireframing	Low/High Fidelity	Nielsen Heuristics
Cognitive Load	Onboarding	WCAG	Accessibility	Design QA



Phase Deliverable:

You can facilitate design sprints, read and annotate Figma files, evaluate usability using heuristics, and ensure accessibility in product designs.

8

Go-to-Market & Product Launch

Weeks 22-24 (Month 6)

PHASE 08

A feature that nobody knows exists might as well not exist. Go-to-market is where product, marketing, and sales converge — and great PMs own this intersection. This phase teaches you to ship in a way that creates real impact.



Week 22 | Go-to-Market Strategy

GTM Fundamentals	Market Segmentation
<ul style="list-style-type: none"> > GTM strategy components (who, what, where, how) > Product-Led Growth (PLG) vs Sales-Led > Freemium vs free trial vs demo > Pricing strategy: value-based, competitive, cost-plus 	<ul style="list-style-type: none"> > ICP (Ideal Customer Profile) > Segmentation: firmographic, behavioral > Beachhead market strategy > Crossing the Chasm (Geoffrey Moore)

Week 23 | Launch Planning & Execution

Launch Planning	Messaging & Positioning
<ul style="list-style-type: none"> > T-minus launch plan template > Launch tiers (S/M/L/XL) > Beta & early access programmes > Internal enablement: sales, CS, support 	<ul style="list-style-type: none"> > Positioning statement formula > Value proposition canvas > Feature vs benefit messaging > Elevator pitch for a product feature

Week 24 | Post-Launch & Iteration

Launch Metrics & Review	Feedback Loops
<ul style="list-style-type: none"> > Launch success criteria > Post-launch retro process > Feature adoption tracking > Sunset & deprecation decisions 	<ul style="list-style-type: none"> > Pendo & in-app feedback tools > Customer advisory boards (CABs) > Win/loss analysis process > Closing the feedback loop with users

SKILLS GAINED IN THIS PHASE

GTM Strategy	PLG	Freemium	Pricing Strategy	ICP
Beachhead Market	Crossing the Chasm	Launch Plan	Launch Tiers	Beta Programmes
Positioning Statement	Value Proposition Canvas	Pendo	CAB	Win/Loss Analysis
Feature Adoption				

**Phase Deliverable:**

You can build a complete go-to-market plan, write positioning and messaging, run a product launch, and establish post-launch feedback loops.

9

Stakeholder Management & Communication

Weeks 25-27 (Month 7)

PHASE 09

PMs have authority over everything and control over nothing. Success depends entirely on your ability to influence, align, and communicate. This phase builds the executive communication and stakeholder management skills that unlock senior PM roles.

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Week 25 | Executive Communication

Writing for Executives	Presenting to Leadership
<ul style="list-style-type: none"> > One-page executive brief format > Data-backed narratives > BLUF (Bottom Line Up Front) writing > Structuring recommendations 	<ul style="list-style-type: none"> > 5-slide strategy presentation > Handling tough questions in reviews > Amazon-style 6-pager > Pre-read culture

Week 26 | Cross-Functional Alignment

Alignment Techniques	Managing Up & Across
<ul style="list-style-type: none"> > RACI matrix for product decisions > Stakeholder mapping & influence > Building coalition for roadmap > Decision frameworks (DACI, RAPID) 	<ul style="list-style-type: none"> > Giving feedback to your manager > Influencing without authority > Managing engineering expectations > Handling conflicting stakeholder requests

Week 27 | Conflict-Resolution & Negotiation

Productive Conflict	Difficult Conversations
<ul style="list-style-type: none"> > Disagree and commit > Principled negotiation (Fisher & Ury) > Finding the BATNA > Data as the tie-breaker 	<ul style="list-style-type: none"> > Radical candor framework > Delivering bad news (scope cuts) > Saying no without burning bridges > Managing expectations on delays

SKILLS GAINED IN THIS PHASE

Executive Briefs	BLUF Writing	6-Pager	Strategy Presentation	RACI
Stakeholder Mapping	DACI	RAPID	Influencing Without Authority	Coalition Building
Principled Negotiation	BATNA	Radical Candor	Conflict Resolution	Managing Up

**Phase Deliverable:**

You can write executive briefs, build cross-functional alignment, navigate organisational politics, and handle conflict using principled negotiation.

Senior PMs are expected to own the business outcomes, not just the product outcomes. This phase teaches you to drive growth, design monetisation, understand P&L; basics, and think like a GM — giving you the skills to move into Director and VP roles.

PRODUCT MANAGER ROADMAP

Week 28 | Growth Frameworks & PLG

Growth Models	Product-Led Growth
<ul style="list-style-type: none"> > The growth equation (acquisition x activation x retention) > Viral loops & referral mechanics > Sean Ellis growth hacking origins > AARRR deep dive for growth PMs 	<ul style="list-style-type: none"> > PLG flywheel mechanics > Activation milestones (Aha! moment) > Time-to-value optimisation > Onboarding as a growth lever

Week 29 | Monetisation & Pricing

Revenue Models	Monetisation Strategy
<ul style="list-style-type: none"> > SaaS subscription models (per-seat, usage-based) > Marketplace take-rate models > Freemium conversion mechanics > Pricing page design & psychology 	<ul style="list-style-type: none"> > Willingness to pay research > Conjoint analysis basics > Packaging & bundling strategy > Expansion revenue & upsell flows

Week 30 | Business Model & Unit Economics

Business Model Canvas	Unit Economics for PMs
<ul style="list-style-type: none"> > 9 building blocks of BMC > Lean Canvas for startups > Value proposition design > Distribution channel strategy 	<ul style="list-style-type: none"> > CAC, LTV & LTV:CAC ratio > Gross margin implications > Payback period > Building a basic P&L; model

SKILLS GAINED IN THIS PHASE

Growth Equation	Viral Loops	PLG Flywheel	Aha! Moment	Time-to-Value
SaaS Pricing	Usage-Based Pricing	Freemium	Willingness to Pay	Conjoint Analysis
Bundling	Business Model Canvas	Lean Canvas	CAC	LTV
Payback Period	Unit Economics			

**Phase Deliverable:**

You can design and optimise a growth engine, build a monetisation strategy, and construct a basic business model with unit economics.

11

AI for Product Managers

Weeks 31-33 (Month 8)

PHASE 11

AI has changed what is possible in product — and it has changed what is expected from PMs. This phase teaches you to identify AI opportunities, define AI product requirements, evaluate AI quality, and lead AI feature development without a technical background.

PRODUCT MANAGER

Week 31 | Understanding AI for PMs

AI Foundations	AI Product Landscape
<ul style="list-style-type: none"> > ML, DL & GenAI — what PMs need to know > How LLMs work (no maths required) > AI capabilities vs limitations > AI risk: hallucinations, bias, privacy 	<ul style="list-style-type: none"> > AI-native vs AI-enhanced products > Horizontal vs vertical AI products > Emerging PM roles in AI > Evaluating AI vendor solutions

Week 32 | Building AI Features

AI Product Requirements	Prompt Engineering for PMs
<ul style="list-style-type: none"> > Writing specs for ML features > Defining AI quality metrics > Latency, accuracy & cost trade-offs > Fallback & confidence threshold design 	<ul style="list-style-type: none"> > How to prompt LLMs for research > Generating user personas with AI > AI-assisted spec writing > Using ChatGPT, Claude, Gemini as PM tools

Week 33 | AI Ethics & Responsible Product

Responsible AI	AI Roadmap Planning
<ul style="list-style-type: none"> > Bias audit & fairness in AI > GDPR & AI compliance > Explainability requirements > AI safety checklists for launches 	<ul style="list-style-type: none"> > Evaluating AI build vs buy > Data requirements for AI > AI feature prioritisation > Measuring AI product success

SKILLS GAINED IN THIS PHASE

LLMs	GenAI	AI Capabilities	AI Limitations	AI-Native Products
ML Specs	AI Quality Metrics	Latency/Accuracy	Prompt Engineering	Responsible AI
Bias Audit	GDPR AI	AI Compliance	AI Roadmap	Build vs Buy AI
Data Requirements				



Phase Deliverable:

You can identify AI opportunities, write AI feature specifications, evaluate AI quality, and lead responsible AI product development.

12

PM Career, Portfolio & Job Readiness

Weeks 34-36 (Month 9)

PHASE 12

Skills without evidence get you nowhere. This final phase transforms everything you have learned into a PM portfolio, case studies, interview preparation, and a job-search strategy that lands offers at top product companies.



Week 34 | PM Portfolio & Case Studies

Portfolio Building	Side Projects & Evidence
<ul style="list-style-type: none"> > 3 end-to-end PM case studies > Structure: problem > discovery > decision > outcome > Writing portfolio on Notion or personal site > Metrics-led storytelling ('grew DAU by 34%') 	<ul style="list-style-type: none"> > Building a product side project > Contributing to product communities > PM teardowns (public analysis) > Product critique on LinkedIn

Week 35 | PM Interview Preparation

Interview Types	Interview Frameworks
<ul style="list-style-type: none"> > Product design interviews > Estimation & market sizing > Metrics & analytics questions > Strategy & vision interviews 	<ul style="list-style-type: none"> > CIRCLES method for design questions > MECE for structured thinking > Behavioural: STAR with product impact > Root cause analysis frameworks

Week 36 | Resume, LinkedIn & Job Search

Resume & Branding	Job Search Strategy
<ul style="list-style-type: none"> > PM resume: impact-first format > Quantify outcomes not features shipped > LinkedIn: PM headline + featured projects > PM communities: Lenny's, Reforge, Mind the Product 	<ul style="list-style-type: none"> > Targeting: FAANG, growth-stage, B2B SaaS > PM interview process by company > Salary negotiation for PM roles > First 90 days plan

SKILLS GAINED IN THIS PHASE

PM Portfolio	Case Studies	PM Teardowns	Product Design Interviews	Estimation
Market Sizing	CIRCLES Method	MECE	STAR Method	Root Cause Analysis
PM Resume	LinkedIn	Lenny's Network	Reforge	Salary Negotiation
First 90 Days				

**Phase Deliverable:**

You have 3 PM case studies, a polished portfolio, complete interview preparation, and a targeted job search strategy to land PM roles at top companies.

PM SUCCESS STRATEGIES & FREE RESOURCE DIRECTORY

Talk to Users Every Single Week	The #1 habit that separates great PMs from average ones. Block 2 hours every week for user interviews, no exceptions.
Write to Think, Not Just to Communicate	Amazon 6-pagers exist because writing forces clarity. Write a one-pager for every major decision — even if nobody reads it.
Understand Your Business Model Cold	Know how your company makes money, what drives LTV, and what the P&L; looks like. PMs who think like GMs get promoted.
Build in Public — Share Your PM Thinking	Post PM teardowns, product critiques, and framework explanations on LinkedIn. Your public thinking becomes your portfolio.
Read Lenny's Newsletter Every Week	Lenny Rachitsky's Substack is the single best PM resource available. Read every issue. Do the exercises.
Get Comfortable With Ambiguity Early	PMs who need complete information to make decisions will always be slow. Practice making 70% decisions and iterating fast.
Learn Basic SQL — It Will Change Your Career	PMs who can query data directly earn 25-30% more and get promoted faster. Spend 30 minutes a day on SQL for 2 months.

FREE RESOURCES USED IN THIS ROADMAP

Resource	URL	Best For
Lenny's Newsletter	lennysnewsletter.com	Best PM career & product strategy content
Reforge	reforge.com	Advanced PM courses (paid but worth it)
Mind the Product	mindtheproduct.com	PM community, articles & conferences
PM Exercises	pmexercises.com	Free PM interview question practice
Exponent PM	tryexponent.com	PM interview prep & mock interviews
Intercom on PM	intercom.com/resources	Free PM books: Jobs-to-be-Done, etc.
Silicon Valley PM	svpg.com	Marty Cagan's product management writing
Amplitude Blog	amplitude.com/blog	Product analytics & metrics best practices
GV Design Sprint	designsprintkit.withgoogle.com	Free design sprint toolkit
Strategyzer	strategyzer.com	Business Model Canvas & free templates
Product School	productschool.com	Free PM webinars, templates & resources
Guidexia	www.guidexia.com	

In 9 months you will build products people love and careers that matter. Start today.

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