HOW TO HIRE A PRODUCT MANAGER

STEP 1: DEFINE WHY

- Define the problem or opportunity
- Identify why you need the hire from a use case perspective
- Determine what they will be solving for and why it matters

STEP 2: DEFINE REQUIREMENTS

- Think in terms of job requirements over a job description
- Identify the core experiences necessary for candidates
- Define the persona of product candidate needed
- Define must-have requirements vs. flexible ones
- Determine whether years of experience is a deal breaker or not

STEP 3: BLUEPRINT THE PROCESS

- Create the blueprint of who does what straight through to an offer presentation
- Combine steps where you can
- Coach each participant in their role within the search process
- If an assignment or case presentation is required, have it ready

STEP 4: LOOK INSIDE

- Look internally first and evaluate your organization
- Does the hire exist internally
- Remember, retailing is less expensive than recruiting

STEP 5: INBOUD OR OUTBOUND

- If there's the luxury of time and this role is more general, take an inbound/passive approach
- If the role is less technical or junior, give it to the talent acquisition team
- If the role is technical, urgent, or senior, use an outbound approach and hire a specialized recruitment firm