

Insight

How well do you understand your **product, users, customers, and domain**?

How well do you translate this understanding into compelling **strategy and product proposals**?

How well do you translate them into **goals, priorities, and plans** to stir action?

Execution

How did you deliver on your **high priority ships** (i.e. P0/P1 priority ships) for the evaluation period?

How well did you **communicate and collaborate** with your team members, cross-functional partners, and other teams?

How consistently does the overall **quality** of product features shipped by your team meet the company's bar?

Impact

What is your business impact, as seen via the **leading indicators**?

(e.g., beta adoption, customer satisfaction, major deals signed, feature usage growth, user experience metrics, etc.)

What is your business impact, as seen via the **lagging indicators**?

(e.g., revenue, user growth, margin, cost savings, customer upsell, large customer deployments, etc.)

How did you make your **team, org, or the company better**?

For more on how to put this framework in practice, watch this 11-minute video: bit.ly/pm-evaluation-how-to

(feel free to adapt or extend this template to better fit the context of your company, its products, and its people. as a PM, you can also use and adapt this template for your own self-evaluation or for a candid discussion with your direct manager)