

**5 SKILLS EVERY PM
SHOULD MASTER IN 2025.**





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1. AI & Data Literacy

In today's day and age, it is crucial to understand AI & Data literacy.

Data literacy means understanding how data is gathered, analyzed, and used to inform product strategy and decision-making.

AI literacy, on the other hand, involves understanding AI technologies, algorithms, and their applications within the product development process.





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2. Customer-Centric Product Discovery

One of the important factor of Product Management is **understanding your customer.** Mastering continuous **discovery, user research, and empathy mapping** ensures you're solving real problems. Techniques like JTBD (Jobs To Be Done) and usability testing remain critical.





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3. Strategic Thinking & Outcome Orientation

Aligning product roadmaps with **business goals, and long-term vision** of the company. They should focus on critical north star metrics for the product.





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4. Cross-Functional Leadership & Influence

Building strong relationships with engineering, design, marketing, and sales—without formal authority. Effective storytelling, stakeholder management, and conflict resolution are key.





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5. Agile Execution & Prioritization

Mastering lean product development, backlog grooming, and value-based prioritization methods (e.g., RICE, MoSCoW) to deliver fast and iterate effectively.

