



Bud Bilanich, *The Common Sense Guy*, is a management consultant, keynote speaker, executive coach, author, and blogger ([www.successcommonsense.com](http://www.successcommonsense.com)). He can be reached at [commonsense@PM360online.com](mailto:commonsense@PM360online.com).

# How to Become a Product Management Superstar

BY BUD BILANICH

MOST PHARMA PRODUCT MANAGERS ARE competitive. They want to drive their brands to the top of their categories. The same is true when it comes to managing their careers—they want to get to the top there, too. This month's column will provide ideas on how to become a product management superstar. I've found that all business superstars have five things in common: They (1) are self confident, (2) create positive personal impact, (3) are outstanding performers, (4) are dynamic communicators, and (5) are interpersonally competent.

## SELF CONFIDENCE

If you want to become self confident, you must become an optimist; learn from and then forget yesterday's mistakes, and focus on tomorrow's achievements. Face your fears and take action—action cures fear. Surround yourself with positive people; build a network of supportive friends and, just as important, find a mentor to help you along the way.

## POSITIVE PERSONAL IMPACT

To achieve this goal, first develop, nurture, and constantly promote your personal brand (see the Common Sense column in the August issue for more info). Dress for success; be impeccable in your presentation of self. Look in the mirror on your way out the door. Make sure that your appearance show that you respect not only yourself, but the people you will meet that day. Finally, know and follow the basic rules of etiquette. For example, when you're at a business lunch or dinner, if you know the basic rules of dining etiquette, you can concentrate on the conversation without having to worry about if you are acting appropriately.

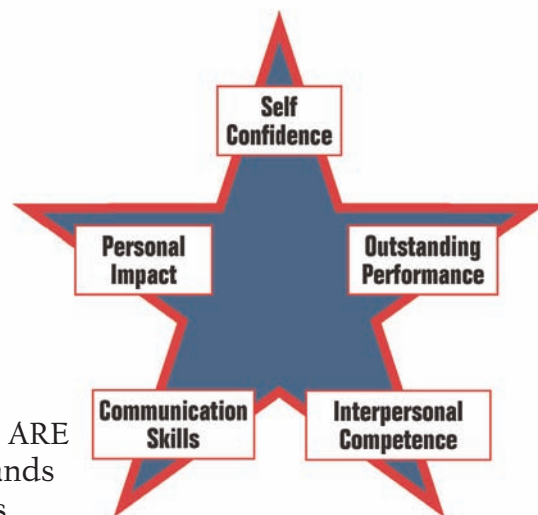
## OUTSTANDING PERFORMANCE

To excel in this area, you have to be technically competent. If you want to remain technically competent throughout your career, you need to become a lifelong learner, because all types of technology will rapidly evolve over the years. You need to set and achieve high goals. Focus on your goals every day or you might lose sight of them. Set milestones to help you keep on track with your goals. You must also be well organized. Outstanding performers manage their time, stress, and lifestyle well.

## DYNAMIC COMMUNICATION

Clearly, you must become an excellent conversationalist. Listen more than you speak. Show a genuine interest in other people and what they have to say. Learn to write in a clear, concise, easily readable style. Write like you speak; imagine yourself in a conversation with the person reading your writing. Finally, you need to present well, whether it's to groups of two or 200. All business superstars, especially product managers, have the ability to make dynamic presentations that move their audience to action.

## Star Power: Becoming the Star You Are Meant To Be



## INTERPERSONAL COMPETENCE

This is the final key to becoming superstar. Interpersonally competent product managers are self aware. They understand themselves and their impact on others, and this will help them increase their influence. Build solid, long-lasting mutually beneficial relationships with other people and focus on maintaining them. Relationships are the key to long term success in the product management business. Treat others with dignity and respect, and they will reciprocate. Lastly, resolve conflicts with a minimal amount of problems and upset to relationships. Although conflict is inevitable in business and life, successful people will find ways to resolve conflicts and disputes in a manner that enhances, and not detracts from, the relationships they've worked so hard to build.

Self confidence, positive personal impact, outstanding performance, dynamic communication, and interpersonal competence are the five keys to career and life success. Keep them in mind and apply them to your job, and you too can become a product management superstar. ○



VISIT [www.PM360online.com/feedback](http://www.PM360online.com/feedback) TO COMMENT ON WHAT YOU'VE READ.

Copyright 2009, AMS Group LLC. All Rights Reserved. Reprinted with permission from the October 2008 Issue of PM360, *The Full Spectrum of Product Management*.