Task 2, (Prework, Puja Kumari, Product manager)

One of the most challenging jobs of a product manager is to communicate the product strategy and cultivate alignment among the stakeholders. This requires a good communication which according to me involves

Emotional Intelligence

The ability to understand and connect with clients, users and teams and reconcile their contradicting points of view

Non-Verbal Sensitivity

The ability to "read the room" and pick up on what's not being said

Vision Empowerment

• An aptitude for helping others see their roles in light of big-picture vision.

There are few indispensable communication tools that are important for product managers. Few of them are below –

1. Weekly Syncs

Weekly, standardized meetings allow product managers the opportunity to bring clients up to speed with progress toward major milestones of business value.

2. TeamGantt

TeamGantt is a planning tool that tracks connected tasks from beginning to end within a project. TeamGantt's dependency tracker ensures tasks are done in the correct order to keep workflow smooth and efficient.

3. Atlassian

Atlassian offers two platforms that can be critically helpful for creating alignment and shared vision.

• Jira is helpful for assigning tasks and managing development progress. The system can also keep track of task-related details like deadlines and documents

• Confluence functions as a sort of wiki, or a repository for storing information. Confluence is where all documents, files and information related to the project are stored. It's easily searchable, and permissions can be adjusted to grant access to various people in the organization.

4. ProductPlan

ProductPlan allows product managers to create beautiful and streamlined roadmaps quickly and easily. With ProductPlan, product managers can plan, visualize and communicate to teams from a single place. The tool allows for alignment across teams and departments and ensures everyone is aware of project status

Task 3, (Prework, Puja Kumari, Product manager)

We can focus on new products to cater to the existing market. The move would typically involve extensive research and development and expansion of the existing product range. We can have a strong understanding of our current market and we should be able to provide innovative solutions to meet the needs of the existing market.

The strategy can be implemented in a number of ways:

- Investing in R&D to develop new products to cater to the existing market.
- Acquiring a competitor's product (there are many educational platforms) and merging resources to create a new product that better meets the need of the existing market.
- Forming strategic partnerships with other firms to gain access to each partner's distribution channels or brand.
- It should also remove limitations on selection of class. There shouldn't be any limitations to change it.