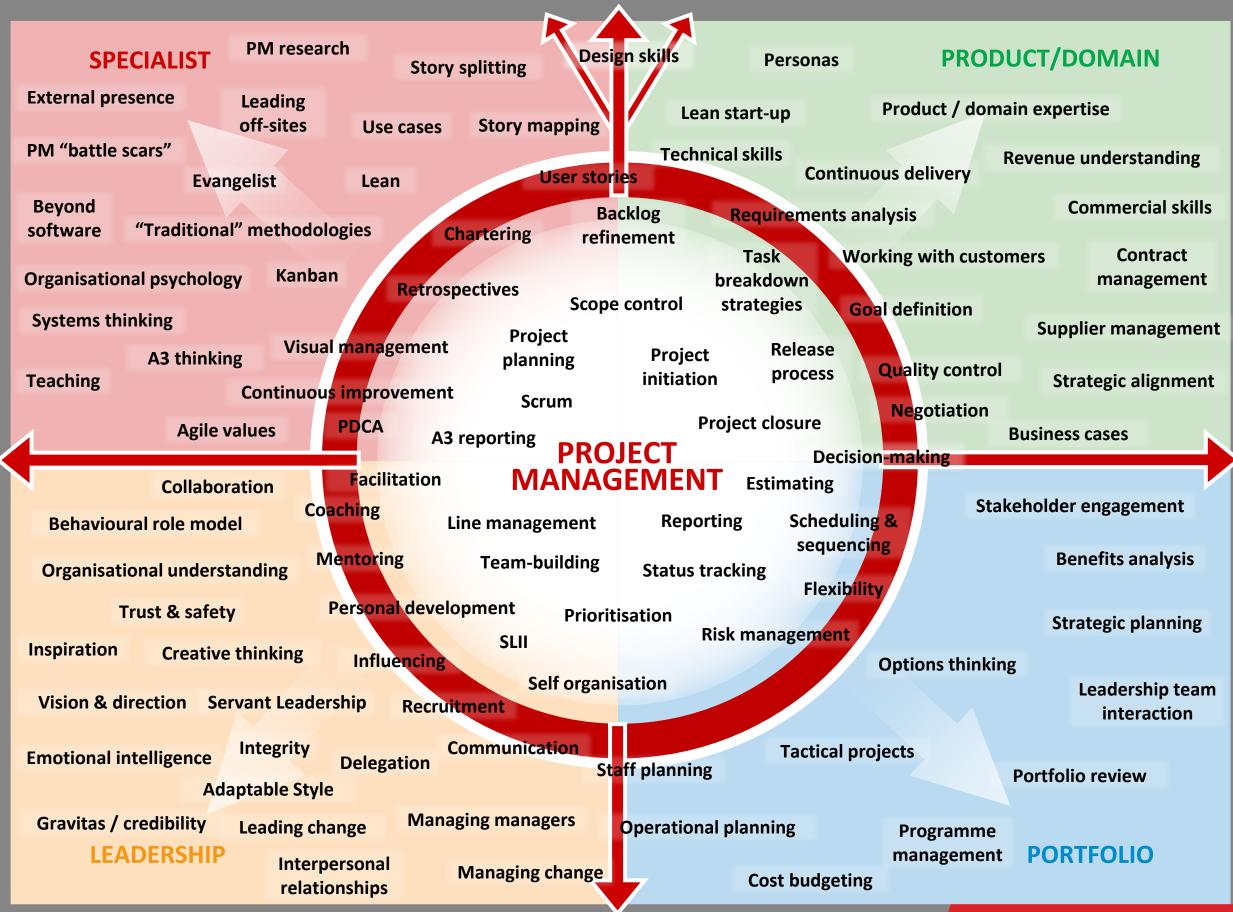**User/ Technical Focus**

Area Lead

Business / Commercial Analysis

Development Manager

SPECIALIST

- PM research
- Story splitting
- External presence
- Leading off-sites
- Use cases
- Story mapping
- PM "battle scars"
- Evangelist
- Lean
- Beyond software
- "Traditional" methodologies
- Organisational psychology
- Kanban
- Systems thinking
- A3 thinking
- Teaching
- Visual management
- Continuous improvement
- Agile values
- PDCA

Design skills

PRODUCT/DOMAIN

- Personas
- Lean start-up
- Product / domain expertise
- Technical skills
- Revenue understanding
- Continuous delivery
- Commercial skills
- Requirements analysis
- Working with customers
- Contract management
- Goal definition
- Supplier management
- Quality control
- Strategic alignment
- Negotiation
- Business cases
- Decision-making

PROJECT MANAGEMENT

- User stories
- Backlog refinement
- Chartering
- Retrospectives
- Scope control
- Task breakdown strategies
- Project planning
- Project initiation
- Release process
- Scrum
- A3 reporting
- Project closure
- Facilitation
- Estimating
- Coaching
- Line management
- Reporting
- Scheduling & sequencing
- Mentoring
- Team-building
- Status tracking
- Personal development
- Prioritisation
- Flexibility
- SLII
- Risk management
- Influencing
- Self organisation
- Recruitment
- Communication
- Staff planning

LEADERSHIP

- Collaboration
- Behavioural role model
- Organisational understanding
- Trust & safety
- Inspiration
- Creative thinking
- Vision & direction
- Servant Leadership
- Emotional intelligence
- Integrity
- Delegation
- Adaptable Style
- Gravitas / credibility
- Leading change
- Managing managers
- Interpersonal relationships
- Managing change

PORTFOLIO

- Stakeholder engagement
- Benefits analysis
- Strategic planning
- Options thinking
- Leadership team interaction
- Tactical projects
- Portfolio review
- Operational planning
- Programme management
- Cost budgeting

redgate