# **PM data**

## Submitting the data

The following questions are on the survey form. Please enter (most likely, copy-paste) the data this [**the survey**](https://link.webropolsurveys.com/S/376A470AD3FD9143). The data should focus on description. At this stage, the analyses should focus on light aggregation of interviews from individual-level to firm (or unit)-level.

If some questions didn’t receive clear answers from the company, but your interviews have provided you means to make educated guesses, then do provide this information, but clearly mark its nature (e.g., “no direct data, but we deduced from X, Y & Z that….”)

The questions are the same as in the case study instruction, with the following additions:

* Questions 1-5 regarding team ID, company anonymity and company & product descriptions
* Questions 10, 16 & 22 (one after each segment) regarding any observations that were not directly asked, but you deem important for other when making deductions based on data. (e.g., 10: What other observations seem important for correct interpretations of the PMs role in this organization?)
* Question 24:If the data does not apply to the whole company, what do you think are the key reasons for this? Essentially, what defines the limits for generalizing your observations within the case company.

## Page 1: Team & Company

1. Your team index (A, B, C, ...)

2. Company anonymity

The answers to the questions (starting from the next page) are shared among course participants. Can this data include the company name?

1. Company requires anonymity
2. Company prefers anonymity
3. Company stated no preference or requirements regarding anonymity

3. Company name (or if needed, a pseudonym)

4. Short description of the company (Bit of context for other groups so that the following answers have some frame of reference)

5. Short description of the product (As above, a bit of context for other groups. With or without the actual name of the product)

## Page 2: PM function & its role

6. What is the PM org held accountable to?

7. What are individual PMs held accountable to?

8. What deliverables are PMs responsible for?

9. What activities does the PM engage in (with a rough breakdown of time spent)?

10. What other observations seem important for correct interpretation of the PMs role in this organization?

## Page 3: PM & goals

11. Is there a product roadmap? Describe it.

12. How product map is formulated?

13. Is there a product strategy? Describe it.

14. How product strategy is formulated?

15. What is the role of product strategy in company strategy?

16. What other observations seem important for correct interpretation of PM goal setting in this organization?

## Page 4: PM & skills / capabilities

17. What does the company look for in hiring a PM?

18. How large is the PM organization?

19. How many people in the PM organization hold a variant of the title “product manager”?

20. What proportion of the PM organization has a technical/business/design degree?

21. What executive the PM reports to?

22. What other observations seem important for correct interpretation of PM skills and capabilities in this organization?

## Page 5: Company profile

23. Does the data apply to the whole company or part of it, e.g., subsidiary, division, business unit?

1. Whole company
2. Subsidiary (independent business entity of larger corporation)
3. Division (quite independent and large part, e.g., business area, with larger entity)
4. Business unit (somewhat independent and relatively small business area)

24. If the data does not apply to the whole company, what do you think are the key reasons for this? Essentially, what defines the limits for generalizing your observations within the case company.

25. Main customer/business type

1. B2B
2. B2C
3. B2B2C
4. other

26. Product type & short description

1. Software
2. Hardware
3. Service
4. Other

27. Current financing frame

1. Public company
2. VC financed (or other similar external financing that heavily affects the business aspirations)
3. Private (e.g., family-owned or founder-owned, with lesser external agenda setting)

28. If VC financed, approximately how much capital has been raised (and in how many rounds)?

29. Organization size: How many (full time equivalent) ...

1. Employees
2. Engineers / developers
3. Product designers
4. Product managers