

PMMs Time Management Framework

Crafted for Product Marketing Managers to enhance productivity, drive collaboration, and prevent burnout.

Top Actions	Activities	Tips for Efficient Management
Strategic Planning	<ul style="list-style-type: none"> Allocate dedicated time for strategic planning, e.g., 10-15% of workweek. Set specific goals and milestones for the planning phase. 	<ul style="list-style-type: none"> Break down strategic planning into manageable tasks. Prioritize tasks based on impact and urgency.
Collaboration with Cross-Functional Teams	<ul style="list-style-type: none"> Schedule regular cross-functional meetings, e.g., bi-weekly or monthly. Use collaboration tools for efficient communication. 	<ul style="list-style-type: none"> Limit meeting durations and stick to agendas. Clearly define roles and responsibilities to avoid duplication of efforts.
Task Prioritization	<ul style="list-style-type: none"> Prioritize tasks based on importance and deadlines. Identify high-impact activities and focus on them first. 	<ul style="list-style-type: none"> Use time management techniques like the Eisenhower matrix. Learn to say NO to non-essential tasks or delegate when possible.
Breaks and Rest	<ul style="list-style-type: none"> Incorporate short breaks throughout the day. Take longer breaks during the week for relaxation. 	<ul style="list-style-type: none"> Use techniques like the Pomodoro method for focused work intervals. Step away from the desk during breaks for physical activity.
Flexible Time Blocks	<ul style="list-style-type: none"> Allocate flexible time blocks for unexpected tasks or emergencies. Be adaptable to changes in priorities. 	<ul style="list-style-type: none"> Reserve time in the schedule for unforeseen challenges. Communicate with the team about time constraints.
Personal Development	<ul style="list-style-type: none"> Allocate time for learning and skill development. 	<ul style="list-style-type: none"> Use flexible learning options like online courses. Connect personal development goals with work objectives.
Reflective Time	<ul style="list-style-type: none"> Allocate time for reflection and review of work. Identify areas for improvement and celebrate successes. 	<ul style="list-style-type: none"> Use reflective time to adjust strategies and processes. Foster a positive mindset by acknowledging achievements.

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Integrated Example Week for a B2B SaaS Product Marketing Manager (Starting at 9 am)

Time Slots	Monday	Tuesday	Wednesday	Thursday	Friday
9 am - 11 am	Strategic Planning	Execution of Priority Tasks i.e Market Research	Execution of Priority Tasks i.e. Content Creation	Cross-Functional Collaboration with Product Team	Execution of Priority Tasks i.e. Performance Analysis
11 am - 12 pm	Cross-Functional Meeting	Cross-Functional Meeting	Cross-Functional Meeting	Cross-Functional Meeting	Goal Review and Reflection
12 pm - 1 pm	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
1 pm - 3 pm	Execution of Priority Tasks	Execution of Priority Tasks i.e. Competitor Intelligence	Collaboration with Content Team	Cross-Functional Collaboration with C-suite Managers	Planning for the Next Week
3 pm - 4 pm	Execution of Priority Tasks	Data Analysis	Collaboration with Content Team	Collaboration with Sales Team	Planning for the Next Week
4 pm - 5 pm	Collaboration with Product Team	Collaboration with Customer Success Team	Collaboration with Engineering Team	Collaboration with Marketing Team	Collaboration with Customer Success Team

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