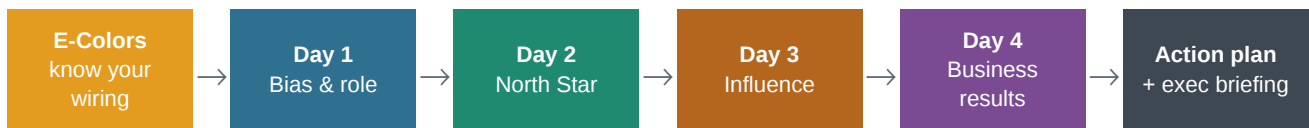


PM Leadership Capability Builder

How it works, in plain language — and the 23 competencies it measures. Built from the four-day PM Leadership Summit: decks, participant handouts and the programme agenda.

The journey



Start with the four-minute E-Colors reflection, work the four summit days in order, and finish with an action plan and a drafted executive briefing. Then keep **mixing it up**: the app interleaves all four days and brings material back just before you would forget it. Nothing is locked — jump anywhere.

What you will be asked

110 questions, all drawn from the summit's own material, in four kinds: **knowledge** checks on the frameworks; **judgement** scenarios with one best answer and partial credit for near-misses; **applied** exercises where you write a real artefact (a problem statement, a leadership ask) and score it against a checklist from the course; and quick **self-ratings** of your own behaviour, which are never scored — they exist to be compared with how you actually perform.

How the next question is chosen

The app keeps a running estimate of your mastery of each competency, with an honest measure of how uncertain that estimate still is. Each turn it favours whatever teaches it (and you) the most: unmeasured areas first, then your weakest areas, with strong areas kept in rotation at higher difficulty. It aims for questions you have roughly a three-in-four chance of getting right — hard enough to teach, not so hard it only punishes. Questions you get wrong return quickly; questions you get right return on a stretching interval. A session that feels hard is the engine working, not a verdict.

Self-view versus performance

You rate yourself before you are tested. Where the two disagree is the finding — the summit's Day 1 principle that the gap between self-view and how others experience you is the real signal. Competencies you over-rate are weighted *up* in your action plan, because that is where blind spots live.

Day tracks and mixing it up

The Train screen offers the four days as a path. A day-track is complete when every competency in it has been measured three times. After that, Mix it up interleaves all four days — interleaving beats blocking for long-term retention once the basics are in.

Milestones

Milestone	What it takes	Roughly
First profile	Every competency measured at least once (includes 12 self-ratings)	35 questions · ~20 min
Confident profile	Three answers per competency — estimates visibly tighten	~80 questions
Deep profile	Five per competency — strengths separated from lucky answers	~130 questions

The finish line

The **Exec briefing** tab is the capstone: the summit's six panels — customer evidence, strategic choice, risk, business impact, decision needed, leadership ask — with a drafting box under each, exported as a five-minute update and self-checked against the executive review board's weighted criteria. The **Action plan** turns your three highest-leverage gaps and two sharpest strengths into concrete practices in the Day 4 commitment-card format.

Your data

Everything stays in your own browser. There is no database, no telemetry, and nobody can see your results unless you export and send them. Export/Import moves progress between machines; clearing site data clears your history.

The 23 competencies

One line each — the full behavioural definitions live in the summit materials the questions cite.

Day 1 — Deconstructing the Bias	
Role clarity	Own / influence / enable / escalate — knowing which hat a decision needs.
Evidence-aware judgement	Spotting senior-level bias: curse of knowledge, confirmation, sunk cost, recency.
Style awareness & flexing	E-Colors: your default style, its shadow, and making your case in the listener's currency.
Strategic vs tactical time	Where your time actually goes, and lifecycle ownership beyond launch.
Friction diagnosis	Reading cross-functional friction: a decision-rights problem, a style problem, or both.
Day 2 — The North Star	
Customer outcomes	Lifecycle value: adoption, usage, expansion, interaction, outcome proof.
Root-cause discovery	From symptom through noise and assumption to evidence, CTQ and true problem statement.
Needs-based segmentation	Segments that change decisions — not size, geography or vertical labels.
Value proposition & proof	Problem, differentiated solution, quantified benefit, proof, adoption barriers.
Portfolio, lifecycle & risk	Invest / renew / retire / divest / optimize — with the evidence behind the verb.
North Star business logic	One page tying customer outcome, segment, value promise, evidence, choice, risk and ask.
Day 3 — The Art of Influence	
Influence without authority	PM as strategic glue: alignment on the tradeoff, not agreement theatre.
Decision rights	Who owns, who influences, who escalates — made explicit before the fight.
Conflict & tradeoffs	The five-step conversation: shared outcome, tradeoff, evidence vs pressure, rights, next step.
Evidence quality	S.R.S.R. — specific, recent, sourced, repeated. An anecdote is not evidence.
NPI readiness	Translating customer CTQs into requirements, readiness risk and handoff discipline.
Risk & escalation	Every risk with an owner, a monitoring rhythm and a written trigger.
Executive communication	The five-minute update and a leadership ask specific enough to say yes to.
Day 4 — Turning Strategy into Business Results	
Financial rigour	Revenue and margin logic, price-value, lifecycle economics, cost of customization.
Portfolio decisions	The tradeoff log: what you are not doing, what you protect, what changes your mind.
Signal vs noise	Which inputs to trust, which questions stay open, and what each implies.
Executive defence	Pre-answering the six challenge questions before you walk into the room.
Accountability	30-day commitments with a first action, a named support request and a measure.

Also in the app: the E-Colors self-assessment (Day 1's personality-diversity lens) and, under Settings, an optional DISC profile with the four-bird framing. Both are reflection aids that cross-check each other — a lens, not a label.