

### **Career paths:**

The times of rapid rotation of Product Managers will soon become history. Most managers now believe that many years of hard work and skill development are required to create a good Product Manager.



In order to be able to keep the most valuable employees in your company, you will need to present them with a long-term professional development plan. One of the tools used to achieve this aim is 'career path planning' – which involves competence assessment, training and horizontal promotion.

BrandPharma offers help with devising career paths tailored to the specific needs of a particular company.