

| Area | Managerial Thinking (Project Management) | Design Thinking (Product Management) |
|--------------------------|---|---|
| Focus | Material-Oriented | User-Centric |
| Approach | Structured, Sequential | Iterative, Dynamic |
| Risk Capabilities | Risk Averse | Embrace Uncertainty |
| Flexibility | Limited, Follow set plan - No deviation | Experiment, Iterate, Adapt |
| Outcome | Control, Precision, Efficiency | Empathy, Flexibility, Innovation |
| Collaboration | Hierarchical, Defined Goals | Collaborative, Cross-Functional |
| Value System | Exploit Current Values | Explore Future Values |

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