

PRODUCT MANAGEMENT ESSENTIALS

sequent
LEARNING NETWORKS

3-Day Corporate Workshop and Certificate Program

OVERVIEW:

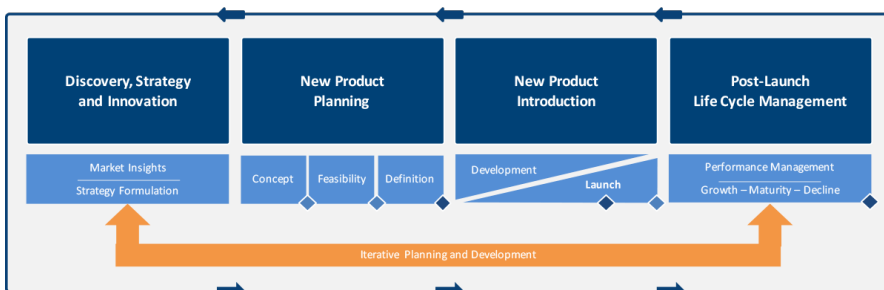
Our 3-Day Product Management workshop is designed to teach product managers and their supporting cross-functional teams how to implement best-in-class product management practices within their organizations. The workshop takes participants, step-by-step, through our Product Management Life Cycle Model, and provides all the necessary tools and templates needed to be successful along the way.

PRODUCT
MANAGEMENT
SERIES

PRODUCT
STRATEGY
SERIES

PRODUCT
MARKETING
SERIES

NEWLY UPDATED TO INCLUDE
ITERATIVE DESIGN & DEVELOPMENT!



Our model is effective because it is easy to follow, easy to implement, and can be integrated seamlessly into nearly any existing corporate framework without confusion or conflict.



The foundation for this workshop is The Product Manager's Desk Reference, 2nd Edition by Steven Haines. Based on over 20 years of benchmark research and used by some of the largest and most prestigious companies and universities around the globe, this is the definitive guide for managing your products and portfolios as mini-businesses.

WORKSHOP PARTICIPANTS

- A comprehensive course workbook and accompanying laminated framework
- An electronic copy of our Complete Product Management Template Pack (a \$99.95 value!)
- Exclusive access to over 50 of our Whiteboard Videos so that participants can continue their learning well beyond the workshop
- Included access to our exclusive Product Management Executive Board (PMEB) Certificate Program for each workshop participant

WORKSHOP OUTLINE:

OVERVIEW OF BEST-IN-CLASS PRODUCT MANAGEMENT

- The Product Management Life Cycle Model
- Managing Cross-Functional Product Teams

DISCOVERY, STRATEGY AND INNOVATION

- Developing Market Insights
- Product Strategy

NEW PRODUCT PLANNING

- Evaluating New Concepts
- Assessing Feasibility
- Defining Product Requirements
- Utilizing Business Cases
- Iterative Product Design

NEW PRODUCT INTRODUCTION

- Overseeing Product Development
- Managing Product Launches
- Iterative Planning and Product Development

POST-LAUNCH PRODUCT MANAGEMENT

- Tracking Product Performance
- Managing Post-Launch Product Life Cycles
- Controlling the Marketing Mix (Product, Price, Promotion Place)

ABOUT US:

Sequent Learning Networks is a product management learning and development company specializing in the combined areas of **product management**, **product strategy**, and **product marketing**.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and four “deeper dive” courses in the supporting areas of product strategy and product marketing. All of our workshops are designed to be highly interactive experiences that enable long-term application of key tools and concepts.

