

# PRODUCT MANAGEMENT ESSENTIALS



## 3-Day Corporate Workshop and Certificate Program

### OVERVIEW:

Our 3-Day Product Management Essentials 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 Framework, and provides all the necessary tools and templates needed to be successful along the way.

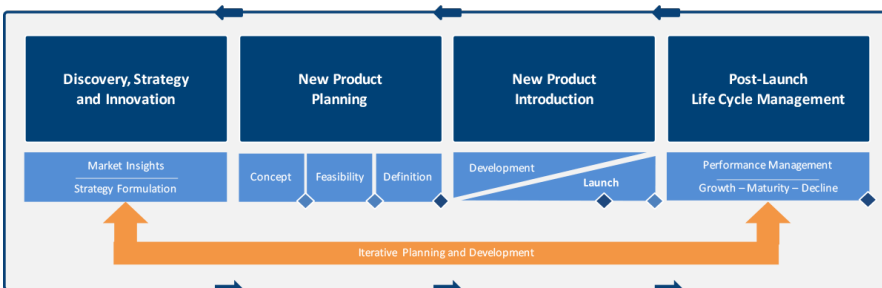


ANALYTICS

TOOLS



**NEWLY UPDATED TO INCLUDE  
ITERATIVE PLANNING & 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 RECEIVE:

- Access to our PMEB Certificate Program
- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- An electronic copy of our Product Management Template Pack
- A Copy of *The Product Manager's Desk Reference* by Steven Haines
- A copy of The Product Management Essentials course workbook
- A laminated copy of our Product Management Framework

## WORKSHOP OUTLINE:

### OVERVIEW OF BEST-IN-CLASS PRODUCT MANAGEMENT

- The Product Management Framework
- 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

### NEW PRODUCT INTRODUCTION

- Overseeing Product Development
- Managing Product Launches

### ITERATIVE PLANNING AND DEVELOPMENT

- Agile Development
- Product Management in an Agile Environment

### 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 providing analytics, training, and tools for product management organizations.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and three “deeper dive” courses in the supporting areas of customer insights, product strategy and portfolio management.



Foundational Workshops



Project Workshops