

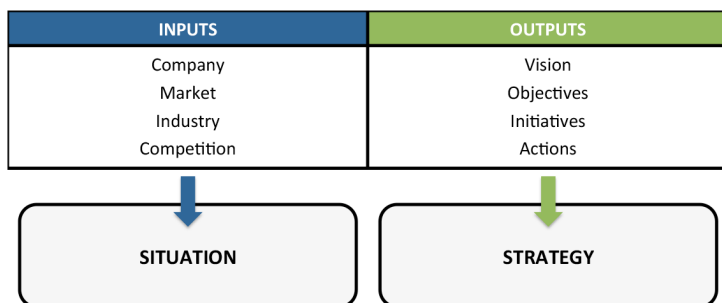
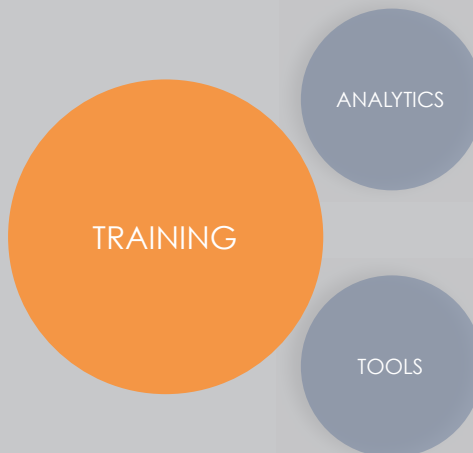
PRODUCT STRATEGY GENERATION

1-Day Public Workshop

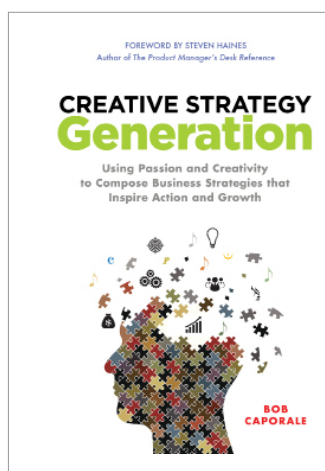


OVERVIEW:

Our 1-Day Product Strategy Generation workshop is an add-on to the 2-day public version of our popular Product Management Essentials workshop. During this special session, we will step you through the process of developing a product strategy using a real-life example chosen by the class participants! This is a must-attend workshop for any product manager looking to fully apply the learnings from the 2-day public Product Management Essentials class!



In this 1-day session, we show participants how to build their own unique product strategies using our product strategy development model. The workshop also includes a FREE electronic copy of the Product Strategy toolkit, based on the book *Creative Strategy Generation* by Bob Caporale.



The foundation for this workshop is the book **Creative Strategy Generation** by Bob Caporale. This is the definitive step-by-step guide to composing differentiated strategies that inspire action and growth within your organization.

WORKSHOP PARTICIPANTS RECEIVE:

- One year of access to over 120 of our Whiteboard Videos and Product Management Leadership Summit Videos
- An electronic copy of our Product Strategy Toolkit
- A copy of Product Strategy Generation course workbook

WORKSHOP OUTLINE:

SITUATION ANALYSIS

- Company
- Market
- Industry
- Competition

STRATEGIC PATH

- Performing an Opportunity-Based SWOT
- Establishing Your Strategic Objectives
- Developing Strategic Initiatives
- Preparing Your Action Plan
- Determining Investments and Returns

TELLING YOUR STRATEGIC STORY

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.

