

# MANAGING PRODUCT MANAGEMENT

2-Day Corporate Workshop



## OVERVIEW:

This workshop is designed for leaders of product organizations who want to create or fine-tune a vibrant, effective product management function. This unique program facilitates conversations that encourage alignment around the purpose of product management and clarity around the role of the product manager. In this workshop, you'll create a vision, strategy, and an action plan to bring your product organization to the next level, and gear up to produce great products and brands.



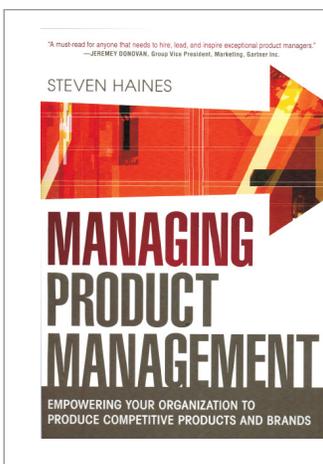
The deliverables from this workshop include a real-time group assessment of your organization's practices and competencies, as well as a resulting action plan that can be implemented by the management team upon completion of the program.

If your company completed Sequent's product management diagnostic evaluation, your firm's data will be used in the workshop and as input to your organizational action plan.

The foundation for this workshop is the book **Managing Product Management** by Steven Haines. Based on over 20 years of benchmark research and used by some of the largest and most prestigious companies around the globe, this is the definitive guide for managing product managers and product management teams.

## WORKSHOP PARTICIPANTS RECEIVE:

- One year of access to over 100 of our Whiteboard Videos & Product Management Leadership Summit Videos
- A summary report outlining the results of the in-class assessment and action plan
- A copy of *Managing Product Management* by Steven Haines
- A copy of the Managing Product Management course workbook
- A copy of our Product Management Framework



## WORKSHOP OUTLINE:

### PRODUCT MANAGEMENT FOUNDATIONS

- Issues and Challenges
- Key Definitions

### PRODUCT MANAGEMENT MODEL

- Strategy
- Market Insights
- Phased and Iterative Planning
- Phased and Agile Development
- Post-Launch Performance Management

### PRODUCT MANAGEMENT PRACTICES AND SUPPORT

- Data
- Processes & Templates
- Managing Product Managers
- Governance and Guidance

### PRODUCT MANAGER BEHAVIORS AND ATTRIBUTES

- Leadership, Influence, and Mindset
- Using a Product Manager Scorecard
- Creating a Product Manager Development Plan

### MAKING IT STICK

- Using Cross-Functional Product Teams
- Aligning The Organization
- Developing An Organizational Action Plan

## ABOUT US:

Sequent Learning Networks is a product management training and advisory services firm. Our clients operate as mid-to-large complex firms, and participate across a number of verticals. Sequent's curriculum is designed to provide both foundational programs as well as a portfolio of workshops and coaching programs to embed key practices in the firm. Overall, we want to help our clients build a model for sustainable growth, with product management at the core.

## Our Corporate Curriculum

Product Management Essentials Workshop

Managing Product Management Workshop

Product Strategy & Roadmapping Workshop

Business Case & Pricing Workshop

Launch Pad Workshop

Product Life Cycle Optimization Workshop