

Product Business Case Workshop

2-Day Corporate Workshop & Action Learning Program

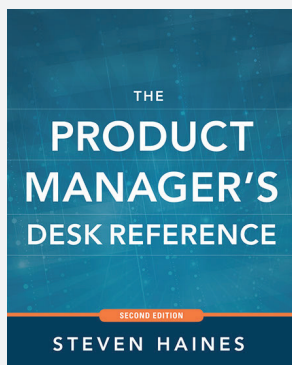
OVERVIEW

This product-team oriented workshop uses a proven best-in-class business case integration model that provides a consistent, repeatable platform for product business cases across the firm.

KEY ADVANTAGES

- This workshop uses a proven best-in-class business case integration model that provides a consistent, repeatable platform for product business cases across the firm.
- Participating teams are appointed and come into the workshop prepared with data, observations, and other information, ready to go to work on their business case.

STRATEGY MODEL
We use your company's product to formulate the product strategy and prepare a strategic presentation. Add on an 8-10 week coached work project with our interactive *action learning program*.



THE PRODUCT MANAGERS DESK REFERENCE is the perfect platform for product managers to learn their jobs, earn empowerment, drive the team forward, and deliver results! The foundation for this workshop is The Product Managers Desk Reference, 2nd Edition by Sequent Learning Network's founder, Steven Haines.

THE LEARNING NEVER STOPS

In this workshop, participants will:

- Learn and apply the business case development process
- Collaborate on the justification and recommendation for a product investment
- Prepare a Business Case Presentation

Corporate Workshop Outline

UNDERSTANDING THE CONTEXT FOR THE BUSINESS CASE

- Issues
- Processes
- Teams

EVALUATING OPPORTUNITIES

- Sources and Strategy
- Quick Pitch

DEVELOPING THE BUSINESS CASE

- Background
- Business Needs
- Market Overview
- Product Description
- Project Proposal
- Assumptions and Forecasts
- Pricing, Promotion, and Channel
- Implementations (Cross-Functional)
- Launch
- Risk Assessment
- Recommendation

PRESENTING THE BUSINESS CASE

- Assembling the Story
- Preparing for the Gate

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 WORKSHOPS CAN BE TAKEN IN ANY ORDER AND YOU MAY TAKE AS MANY AS YOU LIKE.**

CHOOSE YOUR OWN PATH

CORPORATE CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Managing Product Management Workshop
- ✓ Product Strategy & Roadmapping Workshop
- ✓ Product Business Case Workshop
- ✓ Launch Pad Workshop
- ✓ Product Life Cycle Optimization Workshop

PUBLIC CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Product Strategy & Roadmapping Workshop