

Managing & Implementing Product Management

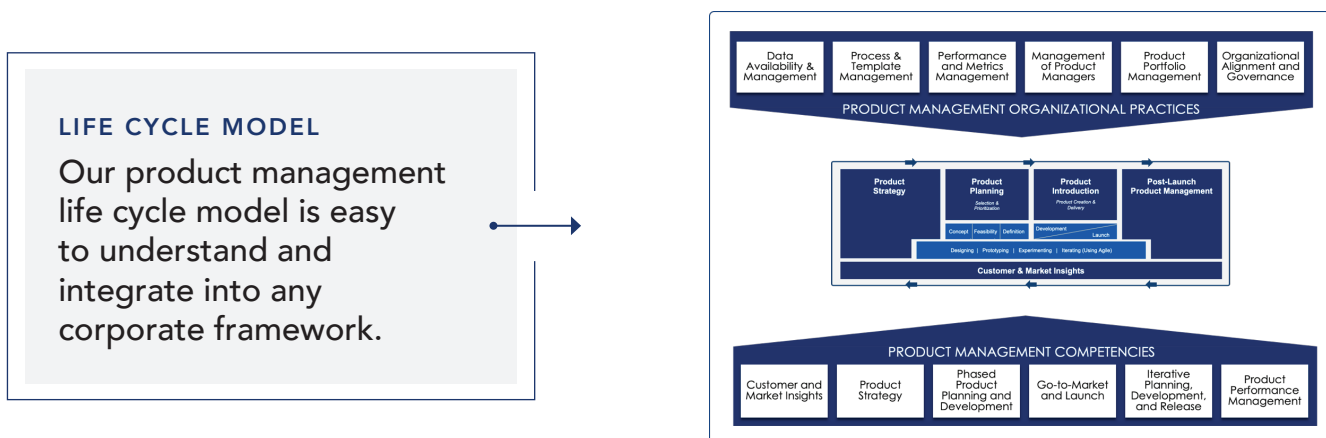
2-Day Corporate Workshop

OVERVIEW

This workshop is designed to help leaders of product managers enable their teams with the tools, knowledge, and support they need to be successful. The workshop provides participants with a high-level overview of our Product Management Framework and shows them how to support this model with best-in-class organizational practices and development of specific competencies within their teams.

KEY ADVANTAGES

- Focus on the the product management framework from beginning to end
- Apply best practices to your organization based on an assessment
- Define the ultimate product management attributes while creating a development plan
- Develop an Organizational Action Plan



MANAGING PRODUCT MANAGEMENT illustrates how to organize the product management function of a company to create, build, and product innovative and game-changing products and services. This book is written by Sequent Learning Network's founder, Steven Haines, and is the foundation for this workshop.

THE LEARNING NEVER STOPS

Each participant is provided with ongoing support that includes:

- Access to the Product Management Professional Certification Exam
- 50 product management whiteboard videos that cover key topics of this workshop
- 14 templates to help you apply the learning after the workshop

Corporate Workshop Outline

OVERVIEW OF THE PRODUCT MANAGEMENT FRAMEWORK

- Discovery, Strategy, and Innovation
- New Product Planning
- New Product Introduction
- Post-Launch Life Cycle Management

PRODUCT MANAGEMENT PRACTICES (WITH ASSESSMENT)

- Product Manager Roles
- Organizational Support

PRODUCT MANAGEMENT COMPETENCIES (WITH ASSESSMENT)

- Developing Market Insights
- Strategy and Planning
- Outbound Execution
- Performance Management

PRODUCT MANAGEMENT ATTRIBUTES

- Desired Product Management Behaviors
- Crafting the Product Manager Job Description
- Creating a Product Management Development Plan

ACTION PLANNING

- Develop an Organizational Action Plan

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