LIFECYCLE PLANNING & ROADMAPPING

2-Day Corporate Workshop

sequent
LEARNING NETWORKS

OVERVIEW:

Strategy doesn't end once a new product is released; it must be continually revisited through every stage of a product's post-launch life cycle with respect to the four marketing mix elements of product, price, promotion, and place. In our 2-day Lifecycle Planning & Roadmapping workshop, participants will learn how to map their products on a post-launch life cycle curve and develop dynamic strategic marketing mix roadmaps that will allow their companies to control their product life cycles rather than letting their product life cycles control them.

PRODUCT STRATEGY SERIES

PRODUCT MANAGEMENT SERIES

PRODUCT MARKETING SERIES

This workshop is designed for product managers who currently manage a portfolio of in-market products. Participants should bring as much data as possible for their product lines so that life cycle maps and product roadmaps can be created in real-time over the course of the 2-day workshop.

IN THIS WORKSHOP, YOU WILL:

- Develop an overall life cycle map for your overall portfolio and track your product lines with respect to their life cycle states
- Create a comprehensive marketing mix plan for each product line within your portfolio
- Develop a product roadmap for each of your product lines that can be used to guide strategic development over the mid to long-term

WORKSHOP PARTICIPANTS RECEIVE:

- A comprehensive course workbook and accompanying laminated framework
- An electronic copy of our Life Cycle Planning Guide
- Exclusive access to over 50 of our Whiteboard Videos so that participants can continue their learning well beyond the workshop

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WORKSHOP OUTLINE:

INTRODUCTION TO THE LIFE CYCLE MAPPING PROCESS
- Product Strategy Overview
- Post-Launch Product Management
- What is a Life Cycle Map?

MAPPING YOUR PORTFOLIO ON THE CURVE
- Gathering Data
- Determining a Product's Life Cycle State
- Mapping the Data

DEVELOPING MARKETING MIX ACTION PLANS
- Product Road Maps
- Pricing Plans
- Promotional Plans
- Placement Plans

TAKING ACTION
- Choosing Key Metrics
- Developing a Dashboard
- Communication and Execution

ABOUT US:

Sequent Learning Networks is a product management learning and development company specializing in the combined areas of **product management**, **product strategy**, and **product marketing**.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and four "deeper dive" courses in the supporting areas of product strategy and product marketing. All of our workshops are designed to be highly interactive experiences that enable long-term application of key tools and concepts.

PRODUCT MANAGEMENT	Product Management Essentials	Managing Product Management
PRODUCT STRATEGY	Product Strategy Generation	Lifecycle Planning & Roadmapping
PRODUCT MARKETING	Gathering Market Insights	Go-To-Market Deployment