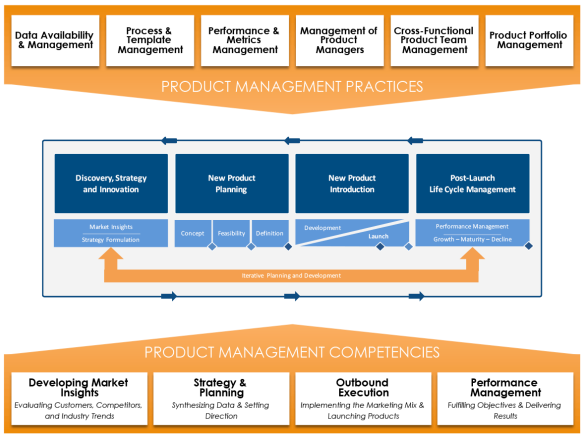
MANAGING PRODUCT MANAGEMENT

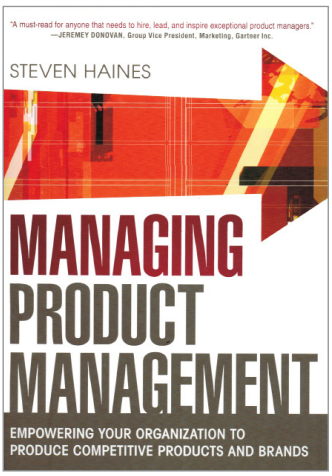
2-Day Corporate Workshop

OVERVIEW:

Our 2-Day Managing Product Management 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 Life Cycle Model and shows them how to support this model with best-in-class organizational practices and development of specific competencies within their teams.



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.



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:

- A comprehensive course workbook and accompanying laminated framework
- A summary report outlining the results of the in-class assessment and action plan
- 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:

OVERVIEW OF THE PRODUCT MANAGEMENT LIFE CYCLE MODEL
- Discovery and Innovation
- New Product Planning
- New Product Introduction
- Post-Launch Product 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

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.

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