

PRODUCT STRATEGY GENERATION

2-Day Corporate Workshop and Project

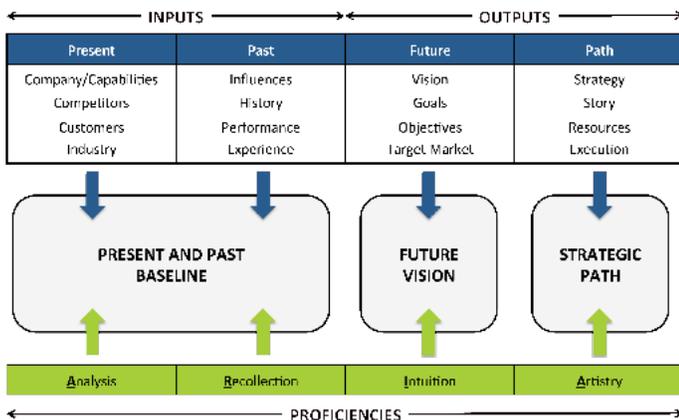


OVERVIEW:

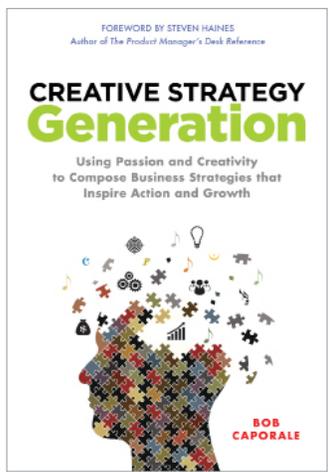
Our 2-Day Product Strategy Generation Workshop is more than just a workshop; it is a way to completely transform the way your teams develop their product and portfolio strategies. Product strategies require two critical elements to ensure successful execution:

1. A Creative Mindset
2. A Cohesive Story

Incorporating these elements into any strategy not only requires a comprehensive toolset, but also a unique mindset. Our workshop provides both – giving participants a framework for creative strategic thought, along with hands-on coaching to help participants tell their stories and bring their plans to life.



The program consists of a 2-day workshop, followed by a 10-week work project for which participants are asked to develop strategic presentations for the actual products that they manage. The work projects are individually guided by one of our expert facilitators via online coaching sessions, and the program culminates in an optional onsite report-out of the completed presentations.



The foundation for this workshop is the book **Creative Strategy Generation** by Bob Caporale. This is the definitive step-by-step guide to composing differentiated strategies that inspire action and growth within your organization.

WORKSHOP PARTICIPANTS RECEIVE:

- A comprehensive course workbook and accompanying laminated framework
- An electronic copy of our Product Strategy Toolkit
- Exclusive access to over 50 of our Whiteboard Videos so that participants can continue their learning well beyond the workshop
- An optional **Pre-Workshop Survey and Diagnostic Summary** that fully evaluates the strategic skills and experiences of all workshop participants

WORKSHOP OUTLINE:

SITUATION ANALYSIS

- Company
- Market
- Industry
- Competition

STRATEGIC PATH

- Performing an Opportunity-Based SWOT
- Establishing Your Strategic Objectives
- Developing Strategic Initiatives
- Preparing Your Action Plan
- Determining Investments and Returns

TELLING YOUR STRATEGIC STORY

CAPSTONE WORK PROJECT

- Develop Your Product Strategy

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.

