

PORTFOLIO MANAGEMENT WORKSHOP

sequent
LEARNING NETWORKS

2-Day Corporate Workshop and Project

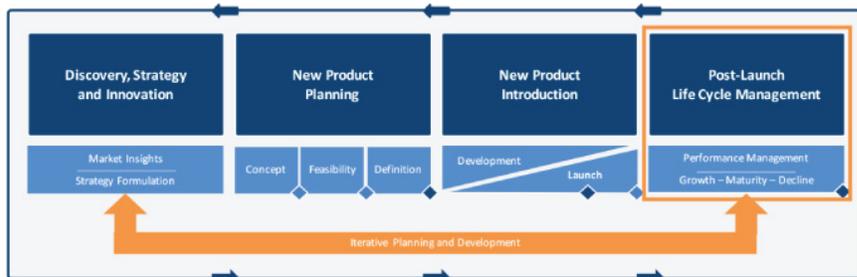
OVERVIEW:

Our 2-day **Portfolio Management** workshop provides participants with all the tools they need to most effectively manage their in-market product portfolios. During the workshop, participants will learn how to map their products on a post-launch life cycle curve and develop dynamic marketing action plans and roadmaps for the four critical areas of product, price, promotion, and place.

TRAINING

ANALYTICS

TOOLS



This workshop dives deeply into the Post-Launch Life Cycle Management part of our Product Management Framework, with an emphasis on managing and adjusting the marketing mix for existing products. The program consists of a 2-day workshop, followed by an 8-10 week work project in which participants are asked to develop portfolio life cycle maps and marketing mix plans for the actual products that they manage.

IN THIS WORKSHOP, YOU WILL:

- Develop an overall life cycle map for your overall portfolio and track your product lines with respect to their individual life cycle states
- Create a comprehensive post-launch marketing plan for each product line within your portfolio
- Define your roadmaps with respect to product, price, promotion, and place

WORKSHOP PARTICIPANTS RECEIVE:

- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- An electronic copy of our Portfolio Management Toolkit
- A copy of the Portfolio Management course workbook



WORKSHOP OUTLINE:

POST-LAUNCH CROSS FUNCTIONAL TEAM ROLES

- Sales & Marketing
- Service & Support
- Development
- Finance
- Operations

MAPPING YOUR PORTFOLIO

- Gathering Data
- Determining a Product's Life Cycle State
- Mapping the Data

DEVELOPING MARKETING MIX ACTION PLANS

- Product Roadmaps
- Pricing Roadmaps
- Promotional Roadmaps Including Value Proposition and Positioning
- Placement Roadmaps and Channel Mapping

CAPSTONE WORK PROJECT

- Develop Your Portfolio Life Cycle Map
- Develop Your Marketing Mix Action Plans

ABOUT US:

Sequent Learning Networks is a product management learning and development company specializing in providing analytics, training, and tools for product management organizations.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and three “deeper dive” courses in the supporting areas of customer insights, product strategy and portfolio management.

