

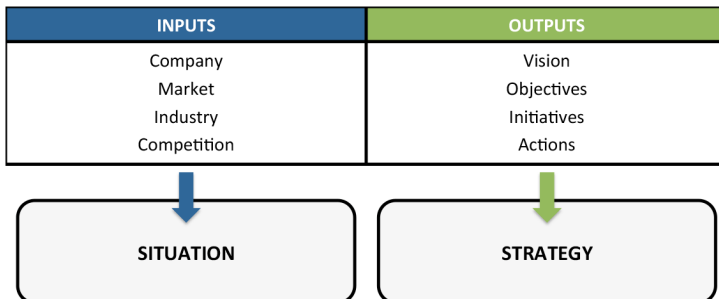
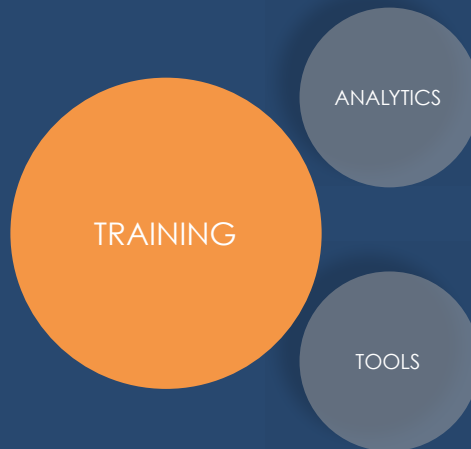
PRODUCT STRATEGY WORKSHOP

2-Day Corporate Workshop and Project

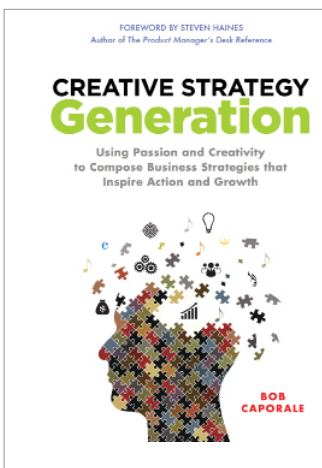


OVERVIEW:

Our 2-Day Product Strategy Workshop is more than just a workshop; it is a way to completely transform the way your teams develop their product and portfolio strategies. This workshop gives participants a framework for developing their product strategies, while also providing hands-on coaching to help participants tell their stories and bring their plans to life.



This program consists of a 2-day workshop, followed by an 8-10 week work project in 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 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:

- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- An electronic copy of our Product Strategy Toolkit
- A copy of *Creative Strategy Generation* by Bob Caporale
- A copy of the Product Strategy course workbook

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 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.



Foundational Workshops



Project Workshops