

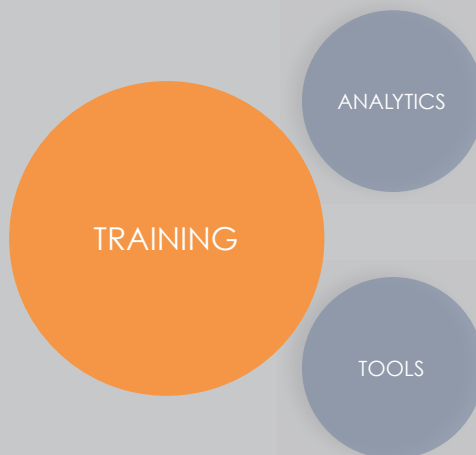
PRODUCT MANAGEMENT ESSENTIALS



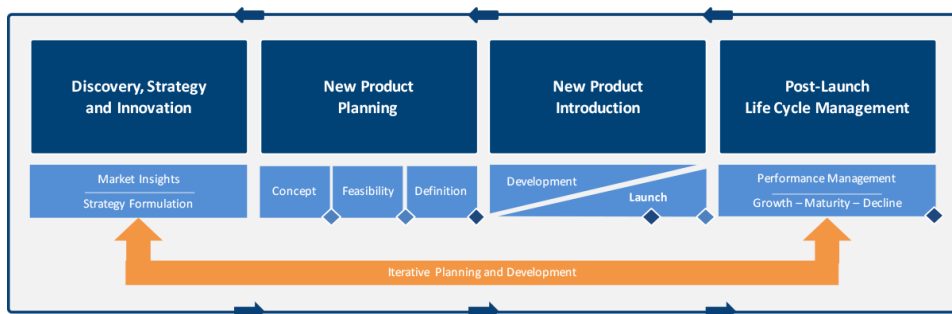
2-Day Public Workshop and Certificate Program

OVERVIEW:

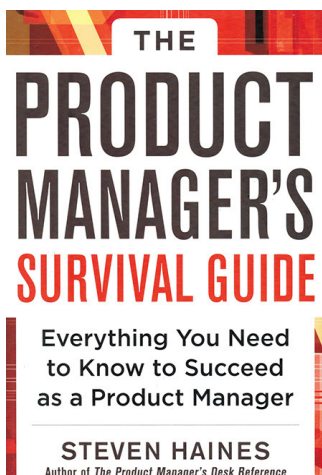
Our 2-Day Product Management Essentials public workshop is designed to teach product managers how to implement best-in-class product management practices within their companies. The workshop takes participants, step-by-step, through our Product Management Framework, and provides all the necessary tools and templates needed to be successful along the way.



NEWLY UPDATED TO INCLUDE
ITERATIVE PLANNING & DEVELOPMENT



Our model is effective because it is easy to follow, easy to implement, and can be integrated seamlessly into nearly any existing corporate framework without confusion or conflict.



The foundation for this workshop is **The Product Manager's Survival Guide** by Steven Haines. Based on over 20 years of benchmark research, this book provides product managers with all of the essential tools and advice needed to be successful in their roles.

WORKSHOP PARTICIPANTS RECEIVE:

- Access to our PMEB Certificate Program
- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- An electronic copy of our Product Management Template Pack
- A Copy of *The Product Manager's Survival Guide* by Steven Haines
- A copy of The Product Management Essentials course workbook
- A laminated copy of our Product Management Framework

WORKSHOP OUTLINE:

OVERVIEW OF BEST-IN-CLASS PRODUCT MANAGEMENT

- The Product Management Framework
- Managing Cross-Functional Product Teams

DISCOVERY, STRATEGY AND INNOVATION

- Developing Market Insights
- Product Strategy

NEW PRODUCT PLANNING

- Evaluating New Concepts
- Assessing Feasibility
- Defining Product Requirements
- Utilizing Business Cases

NEW PRODUCT INTRODUCTION

- Overseeing Product Development
- Managing Product Launches

ITERATIVE PLANNING AND DEVELOPMENT

- Agile Development
- Product Management in an Agile Environment

POST-LAUNCH PRODUCT MANAGEMENT

- Tracking Product Performance
- Managing Post-Launch Product Life Cycles
- Controlling the Marketing Mix (Product, Price, Promotion Place)

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