

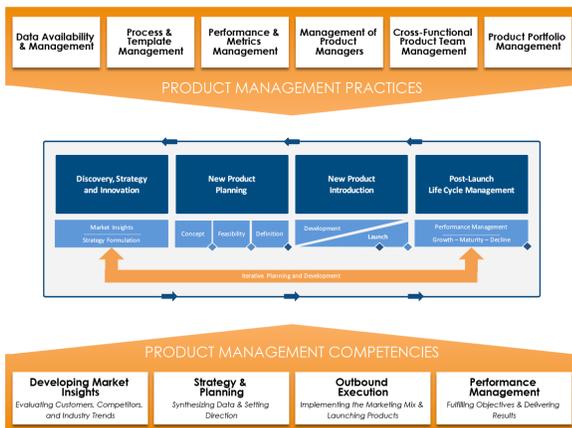
# MANAGING PRODUCT MANAGEMENT

2-Day Corporate Workshop

sequent  
LEARNING NETWORKS

## 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 Framework and shows them how to support this model with best-in-class organizational practices and development of specific competencies within their teams.

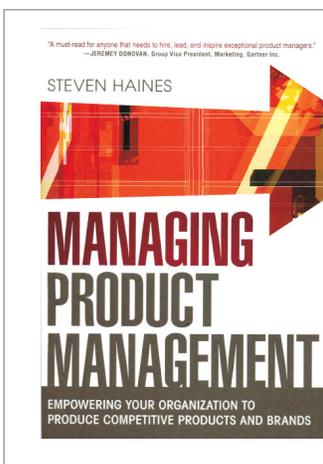


The deliverables from this workshop include a real-time group assessment of your organization's practices and competencies, as well as a resulting action plan that can be implemented by the management team upon completion of the program.

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:

- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- A summary report outlining the results of the in-class assessment and action plan
- A copy of *Managing Product Management* by Steven Haines
- A copy of the Managing Product Management course workbook
- A laminated copy of our Product Management Framework



## WORKSHOP OUTLINE:

### OVERVIEW OF THE PRODUCT MANAGEMENT FRAMEWORK

- Discovery, Strategy and Innovation
- New Product Planning
- New Product Introduction
- Post-Launch Life Cycle 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 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