

PRODUCT STRATEGY & ROADMAPPING WORKSHOP



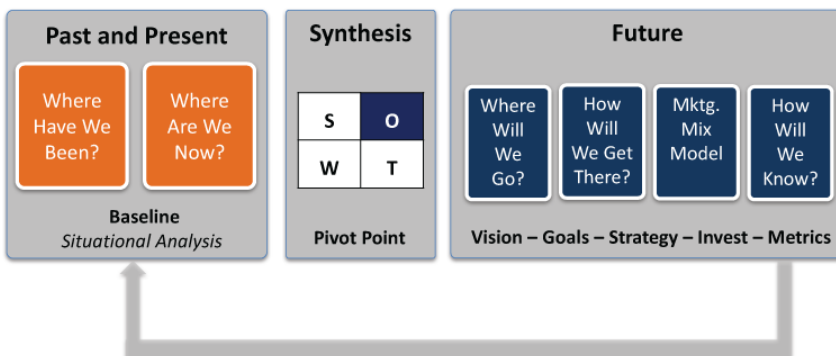
2-Day Corporate Workshop

OVERVIEW:

Our Product Strategy and Roadmapping Workshop provides the perfect platform for your product teams to develop their product (or product line) strategy and to fine tune their product roadmaps. This unique workshop integrates data-driven analysis and key product management constructs with an action-learning approach. A straight-forward strategic planning framework serves as a guide and contributes to each teams' ability to convey their strategic story and portray their plans.

Key advantages:

1. Develop the required mindset to think strategically
2. Integrated key performance measures into a solid baseline analysis
3. Leverage the product's contributions to determine a future path
4. Focus on vision, goals, and strategy for the product
5. Create the actual strategy and roadmap for the product or product line



This program is available as:

- A **2-day on-site workshop** using your company's product to formulate the product strategy and prepare a strategic presentation.
- Add on our interactive **action learning program** where the 2-day workshop is followed by an 8-10 week work project. Teams develop strategic presentations for the products which they are accountable for. Designated teams are coached during their work project.



The foundation for this workshop is based upon The Product Manager's Desk Reference, (2e) by Sequent Learning Network's founder, Steven Haines.

WORKSHOP PARTICIPANTS RECEIVE:

- One year of access to over 100 of our Whiteboard Videos & Product Management Leadership Summit Videos
- A copy of the Product Strategy course workbook

WORKSHOP OUTLINE:

PERSPECTIVES ON PAST AND PRESENT

- Evaluate The Product's Past and Present Performance
- Capture Current Segments and Verify Current Customer Needs
- Assess Industry and Competitive Market Forces
- Prepare a Situational Profile and Baseline Analysis

SYNTHESIS

- Develop a Fact-Based, Data-Driven SWOT Analysis
- Consider Key Areas Of Strength and Weakness For Both The Product and The Company
- Identify Strategic Opportunities

FUTURE

- Identify a Future Vision For The Product
- Develop Goals Geared Toward Competitive Advantage
- Characterize Initiatives That Fulfill The Strategic Goals
- Use a Decision Screen To Fine-Tune Opportunities Into True Initiatives
- Determine an Optimal Marketing Mix Model For Those Initiatives
- Prepare A Strategic Roadmap
- Estimate Future Investments and Metrics

ABOUT US:

Sequent Learning Networks is a product management training and advisory services firm. Our clients operate as mid-to-large complex firms, and participate across a number of verticals. Sequent's curriculum is designed to provide both foundational programs as well as a portfolio of workshops and coaching programs to embed key practices in the firm. Overall, we want to help our clients build a model for sustainable growth, with product management at the core.

Our Corporate Curriculum

Product Management Essentials Workshop

Product Strategy & Roadmapping Workshop

Business Case & Pricing Workshop

Launch Pad Workshop

Product Life Cycle Optimization Workshop