

# PRODUCT MANAGEMENT ESSENTIALS



2-Day Public Workshop and Certificate Program

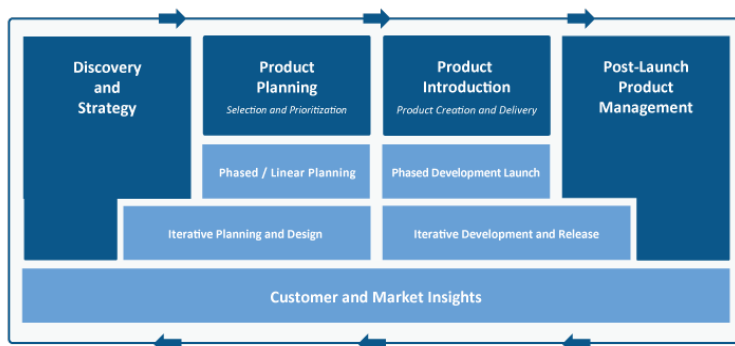
## OVERVIEW:

This workshop offers a comprehensive journey across the product life cycle, guided by experts who facilitate 12 intensive interactive exercises. There's nothing better than understanding a core construct and immediately putting it into practice, using your own products as examples.

Key Advantages:

- Focus on the entire life cycle, from start to finish
- Attention to both Waterfall and Agile product development methods (mixed mode)
- Emphasis on the "art" of influencing, storytelling, and getting the job done
- Cultivation of a "business ownership" mindset

NEWLY UPDATED TO INCLUDE  
DESIGN THINKING & AGILE DEVELOPMENT!



Our product management life cycle model is easy to understand and integrate into any corporate framework.



Product Management Essentials is the perfect platform for product managers to learn their jobs, earn empowerment, drive the team forward, and deliver results! The foundation for this workshop is **The Product Manager's Desk Reference, 2nd Edition** by Sequent Learning Network's founder, Steven Haines.

## THE LEARNING NEVER STOPS:

Each participant is provided with ongoing support that includes:

- A Product Management Professional Certificate Exam
- 50 product management whiteboard videos that cover key topics of this workshop
- 14 templates to help you apply the learning after the workshop

## WORKSHOP OUTLINE:

### PUTTING PRODUCT MANAGEMENT INTO PERSPECTIVE

- Understand The Function Of Product Management and The Role Of The Product Manager
- Define The Product Hierarchy
- Explore The Product Management Life Cycle Model
- Establish Essentials For Success: Market Focus, Influence, and Business Acumen
- Learn Cross-Functional Collaboration

### CUSTOMER AND MARKET INSIGHTS

- Assess and Uncover Customer Needs
- Track Industry and Sector Trends
- Evaluate Competitors and Competitive Products
- Determine Areas To Create Strategic Advantage

### STRATEGY AND DISCOVERY

- Establish Strategic Goals
- Identify Product Investment Opportunities

### PRODUCT PLANNING (PHASED/LINEAR PLANNING)

- Evaluate and Assess Product Opportunities
- Formulate A Compelling Value Proposition
- Use A Business Case To Make An Investment Decision
- Define Complex Products With Requirements

### PRODUCT PLANNING (ITERATIVE PLANNING AND DESIGN)

- Use Design Thinking To Rapidly Vet New Designs and Concepts
- Utilize Design Sprints To Further Validate Needs
- Run Experiments To Steer Product Design Decisions

### WATERFALL OR PHASED DEVELOPMENT AND LAUNCH

- Keep The Development Team Focused
- Negotiate Tradeoffs And Scope Creep
- Support Alpha And Beta Tests

### ITERATIVE/AGILE PRODUCT DEVELOPMENT

- Understand And Leverage Agile Development
- Shape A Sprint Using Agile/Scrum Methodology
- Characterize The Role Of A Product Manager and A Product Owner
- Develop Epics and User Stories

### POST-LAUNCH PRODUCT MANAGEMENT

- Evaluate Financial Performance
- Utilize Key Metrics To Assess Life Cycle State
- Fine Tune Product Strategies
- Manage The Marketing Mix
- Recast Roadmap
- Target Products For Retirement

## 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 Public Curriculum

Product Management Essentials Workshop

Product Strategy & Roadmapping Workshop