

Product Strategy Essentials

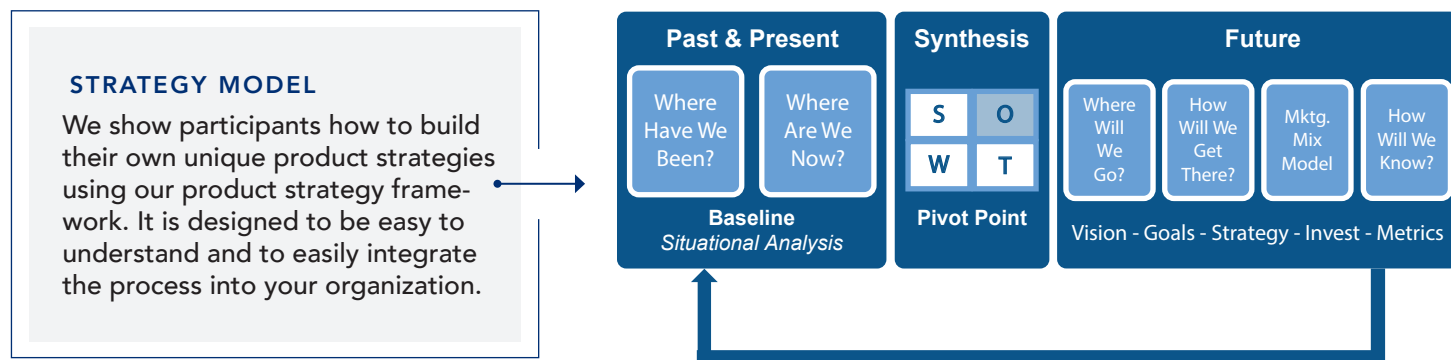
1-Day Public Workshop

OVERVIEW

This 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

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



THE PRODUCT MANAGERS DESK REFERENCE 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 Managers Desk Reference, 2nd Edition by Steven Haines, founder of Sequent Learning Networks.

THE LEARNING NEVER STOPS

Each participant is provided with ongoing support that includes:

- A copy of the Product Strategy Course Workbook
- 50 product management whiteboard videos that cover key topics of this workshop

Public 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
- Prepare a Strategic Roadmap
- Estimate Future Investments and Metrics

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.

CHOOSE YOUR OWN PATH

CORPORATE CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Managing Product Management Workshop
- ✓ Product Strategy & Roadmapping Workshop
- ✓ Product Business Case Workshop
- ✓ Launch Pad Workshop
- ✓ Product Life Cycle Optimization Workshop

PUBLIC CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Product Strategy Essentials Workshop