Product Management Essentials
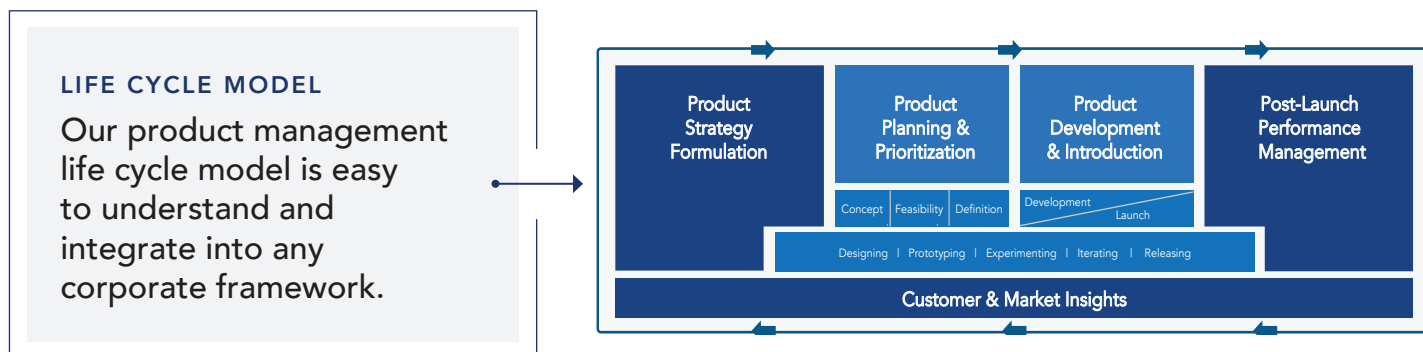
3-Day Corporate Workshop & Certification Program

OVERVIEW

The imperative for product managers and their teams to be agile, strategically oriented business people is vital to company success. Added to this, product managers must contribute to the firm's transformation, especially with more digital products in the portfolio. To support these imperatives, the Product Management Essentials workshop offers a comprehensive journey across the product life cycle, guided by experts who facilitate 18 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

LIFE CYCLE MODEL

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

Product Strategy Formulation | Product Planning & Prioritization | Product Development & Introduction | Post-Launch Performance Management

Concept | Feasibility | Definition | Development | Launch

Designing | Prototyping | Experimenting | Iterating | Releasing

Customer & Market Insights

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 Sequent Learning Network's founder, Steven Haines.

THE LEARNING NEVER STOPS

Each participant is provided with ongoing support that includes:

- Access to the Product Management Professional Certification Exam
- 25 Alumni Continuing Education (ACE) videos that cover key topics of this workshop
- 14 templates to help you apply the learning after the workshop

THE
PRODUCT
MANAGER'S
DESK REFERENCE

SECOND EDITION

STEVEN HAINES

SEQUENT

Corporate 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

- Create a Product Situation Analysis
- Establish Strategic Goals
- Identify Product Investment Opportunities

PLAN AND PRIORITIZE

- Evaluate and Assess Product Opportunities
- Assemble a Storyboard to Portray the Customer's Journey
- Create a Prototype to represent customer needs
- Formulate a Compelling Value Proposition
- Establish Competitive Positioning
- Define a Product with Requirements and/or User Stories
- Use a Business Case to Make a Product Investment Decision

DEVELOPMENT, LAUNCH AND RELEASE

- Keep the Development Team Focused
- Negotiate Trade-offs and Scope Creep
- Run Experiments
- Validate With Product Tests
- Prioritize a Product Backlog
- Define a Release Plan
- Characterize the Role of a Product Manager and Product Owner

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

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

PUBLIC CURRICULUM

- ✔ Product Management Essentials Workshop
- ✔ Product Strategy & Roadmapping Workshop

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