

# Managing & Implementing Product Management

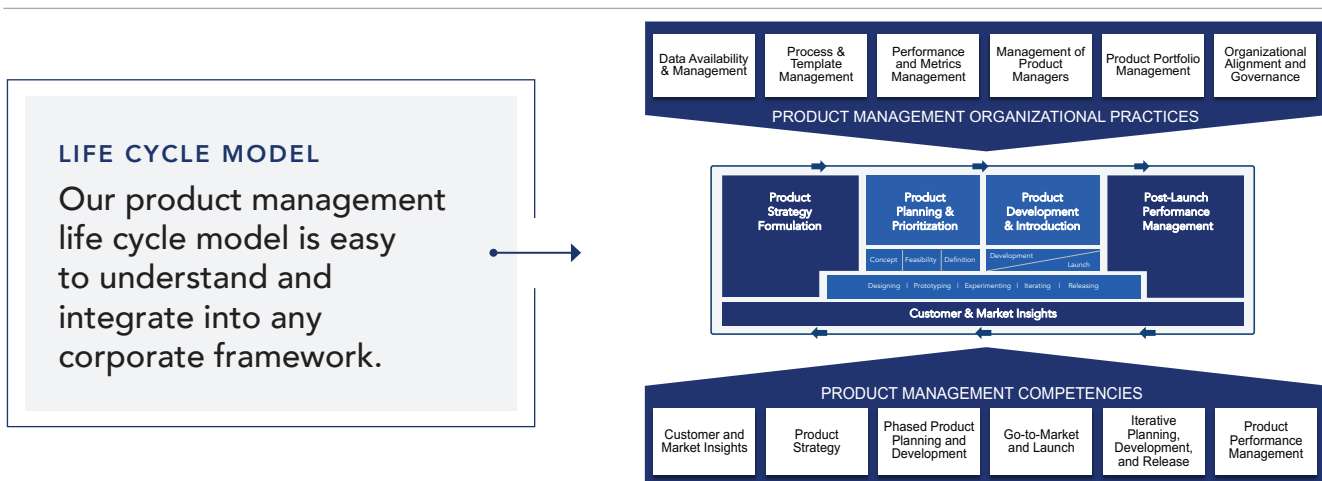
## 2-Day Corporate Workshop

### OVERVIEW

This 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.

### KEY ADVANTAGES

- Focus on the the product management framework from beginning to end
- Apply best practices to your organization based on an assessment
- Define the ultimate product management attributes while creating a development plan
- Develop an Organizational Action Plan



**MANAGING PRODUCT MANAGEMENT** illustrates how to organize the product management function of a company to create, build, and product innovative and game-changing products and services. This book is written by Sequent Learning Network's founder, Steven Haines, and is the foundation for this workshop.

### THE LEARNING NEVER STOPS

Each participant is provided with ongoing support that includes:

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

# Corporate 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

**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 & Roadmapping Workshop