# Product Management Virtual Training Program

Product Management Essentials

OVERVIEW

For product managers and product teams who are not co-located, yet need to align around a common approach to product management, Sequent's Product Management Essentials Virtual Training Program is the solution. The program helps managers to establish credible influential product leadership as they develop a deep understanding about the business of the product, across the product life cycle – as portrayed by the model shown below.
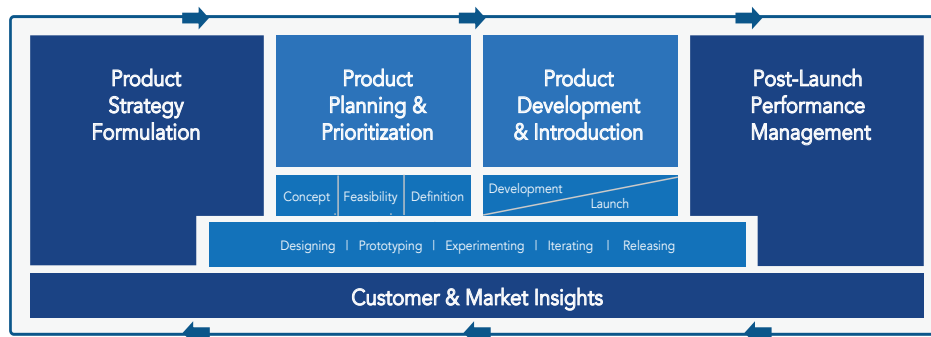
DELIVERY

The program is delivered in four 4-hour sessions in a web classroom. Participants engage in frequent, lively discussions that keeps the program fun, invigorating, and educational. Each workshop is punctuated with exercises that are done in virtual break-out rooms, as well as team-based homework between sessions.

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 and textbook 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
- Access to Alumni Continuing Education (ACE) videos that cover key topics of this workshop
- Tools and Templates to help you apply the learning after the workshop

Virtual Course Outline

In this program, product managers and their teams will gain a deep appreciation for the purpose of product management.

UNIT 1: CONTEXT FOR PRODUCT MANAGEMENT / CUSTOMER & MARKET INSIGHTS

- Achieve a common understanding of the function of product management
- Clarify the role of the product manager as business manager and leader
- Learn how to leverage the Product Management Life Cycle model
- Establish and verify market segments
- Determine or validate customer needs
- Construct personas and user models
- Examine industry and sector trends

UNIT 2: PRODUCT STRATEGY FORMULATION / PRODUCT PLANNING & PRIORITIZATION

- Leverage a simple model to formulate product strategy
- Uncover strategic opportunities
- Develop a value proposition and position the opportunity
- Leverage design thinking principles to quickly validate ideas
- Characterize the product definition with requirements or user stories
- Establish decision criteria for prioritization

UNIT 3: OVERSIGHT OF DEVELOPMENT / RE-PRIORITIZATION / LAUNCHING / RELEASING

- Guide the product team during development
- Reprioritze when there are more features to develop than resources
- Operate in a waterfall and an agile environment
- Assess prior launch performance
- Plan the launch or release

UNIT 4: POST-LAUNCH PERFORMANCE MANAGEMENT

- Assess life cycle state using data and analytics
- Evaluate financial and other contributions to track performance
- Develop a product dashboard as business instrumentation
- Leverage the marketing mix model as a tool to update strategies
- Consider the factors of product discontinuation

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.

CORPORATE CURRICULUM

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

PUBLIC CURRICULUM

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

Indicates workshops can be delivered on-site or virtually

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