# Product Management Virtual Training Program

Product Strategy & Roadmapping Workshop

OVERVIEW

For product managers and product teams who are not co-located, yet need to be able to collaborate on the formulation of realistic product strategies and roadmaps, Sequent's Product Strategy and Roadmapping Virtual Training Program is the solution.

The program 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. The "outcome" is a presentation that will be used to communicate your goals and strategies. Sequent's strategy formulation framework fits within the context of the Product Management Life Cycle Model shown in the diagram below.
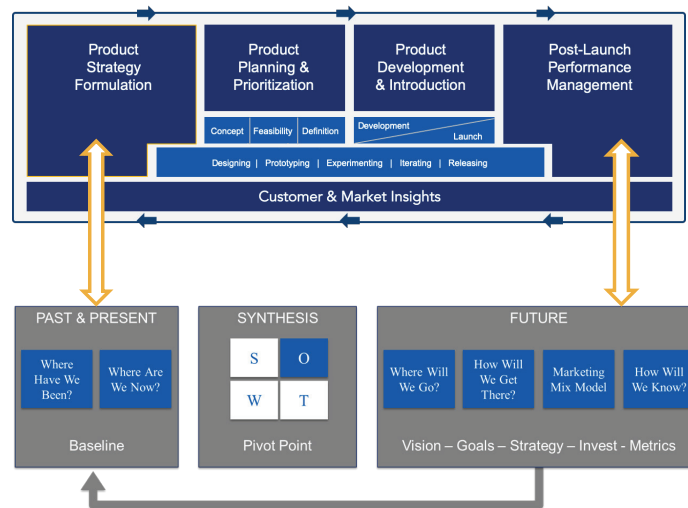
DELIVERY

The program is delivered in five 3-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, 2E is the textbook for this workshop. It provides detailed instructions to gather and assess business information as well as customer and competitor data. It also provides additional context to incorporate finance and forecasts.

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Virtual Course Outline

In this program, product managers and their teams will learn how to formulate a product strategy, identify key initiatives, and present the strategy presentation and story.

UNIT 1: CONTEXT FOR PRODUCT STRATEGY & BUILDING THE BASELINE

- The importance of building a fact base and establishing fact patterns (evidence)
- Review of the strategy presentation - format and flow (end-goal for program)
- Organizing past and present data
- Assessing product and product line performance (financial indicators)
- Business inputs: operations, service, resources (non-financial)

UNIT 2: COMPLETE THE BUSINESS & MARKET ASSESSMENT

- Market data: market segments, trends, and customer preferences
- Market data: industry/sector environment, competitor firms, and competitive products
- Putting it all together: the state of the business presentation
- Fact-based analysis and synthesis, and SWOT analysis

UNIT 3: UNCOVERING OPPORTUNITIES, ESTABLISHING VISION AND GOALS

- Review of opportunities from SWOT analysis
- Establish a vision for the product's future
- Connect vision to opportunities
- Establish and verify goals based on the vision
- Finalize goals and opportunities

UNIT 4: LINKING OPPORTUNITIES TO STRATEGIC INTIATIVES

- Create and clarify strategic initiatives
- Craft a relevant marketing mix model
- Compare initiatives to the life cycle state of the product (fit)
- Roadmapping constructs and guideline

UNIT 5: LAY THE GROUNDWORK FOR EXECUTION

- Investment analysis
- Identify needed resources
- Build forecasts (volumes, prices, timing)
- Preparation for final exercise

OUTCOME-DRIVEN ACTION LEARNING OPTION:

Designated teams continue their work for 6-weeks with coaching and additional facilitation until their presentations are "board-ready."

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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