

Implementing & Managing Product Management

An **ONLINE, ON-DEMAND COURSE FOR PRODUCT LEADERS**
Shape the future of your company with an unparalleled learning experience!

Derived from our instructor-led program, we help product leaders optimize their product management organization and better enable their product managers in a unique online learning program.

Unlock the Potential of Your Product Managers

With **15 instructional videos and a professional development workbook**, you'll be able to:

- Ensure that everyone in the organization understands the value of product management
- Target explicit actions and activities to enable product managers (data, processes, metrics, etc.)
- Cultivate your product manager talent pool
- Develop an action plan to fine-tune your product organization

For Your Leadership Team

This course is well-suited for small leadership teams. Imagine a team of 3-6 product leaders, and even leaders from other functions, contributing to the creation an organizational strategy for 'product management' in your company.

For your teams, consider a hybrid option of online, on-demand study PLUS scheduled coaching calls to review your work

More Than An Online Course:

- 2 1/2 hours of video coursework that will drive you to take action
- A **FREE** copy of the book, *Managing Product Management* by Steven Haines
- An instant download of our **Action Learning Workbook** to help turn your training into practice
- A digital certificate of completion to add to your LinkedIn portfolio and resume



Implementing and Managing Product Management Outline



INTRODUCTION

- Learn How the Program Works

CONTEXT & DEFINITIONS

- Key Definitions - So Everyone's on the Same Page

HOW PRODUCT MANAGEMENT FITS IN AN ORG.

- Role and Purpose of the "Function" of Product Management
- How Product Managers Fit in the Organization and How They're Assigned (an Organizational Taxonomy)
- Role of Products, Solutions, and Systems

DEVELOPING AN ORGANIZATIONAL STRATEGY

- Assessing the Past Structures in Your Company
- Identifying the 'Current State' of Your Product Organization
- Bringing Others into the Conversation About the Future of Product Management in Your Company

BEST PRACTICE FOUNDATIONS

- Understanding the Importance of Product Management Best Practices
- Distinguishing Between Best Practices and Ad-Hoc Practices

THE PRODUCT MANAGEMENT LIFE CYCLE MODEL

- Utilizing a Model for "Full-Stream" Product Management
- Aligning Best Product Management Practices with the Model
- Assessing Your Approach to Product Life Cycle Management

ENABLING PRACTICES & CORE COMPETENCIES

- Setting the Stage for a Deeper Dive on Six Best Practices
- Associating Best Practices with Desired Outcomes
- Examining Core Competencies for Product Managers

DATA AVAILABILITY AND MANAGEMENT

- Identify Date Required for Product Management
- Assessing Data Sources and Uses
- Creating a Data Strategy for Product Management

PROCESS AND TEMPLATE MANAGEMENT

- Identifying the Supporting Processes and Templates
- Assessing Your Company's Processes and Templates
- Creating a Process and Template Strategy for Product Management

PERFORMANCE AND METRICS MANAGEMENT

- Identifying the Most Important Performance Metrics
- Assessing your Company's Performance and Metrics
- Creating a Performance Metrics Strategy for PM

MANAGEMENT OF PRODUCT MANAGERS

- Identifying What's Required to Manage Product Managers
- Assessing Your Company's Product Manager Talent Pool
- Creating a Product Manager Talent Management Strategy

ORGANIZATIONAL ALIGNMENT & GOVERNANCE

- Identifying the Characteristics of a Governance Council
- Assessing Your Company's Ability to Manage PM for the Long Term
- Creating a Product Management Manifesto; a Guiding Document for Company Leaders

PRODUCT PORTFOLIO MANAGEMENT

- Identifying What's Required for Effective Portfolio Management
- Assessing Your Company's Ability to Derive and Communicate its Product Portfolio Strategy
- Creating a Portfolio Management Strategy

IMPLEMENTING PRODUCT MANAGEMENT

- Building (or Rebuilding) Your Product Management Organization
- Creating Goals & Using "Springs" for PM Organizational Development

HOW TO SUCCEED WITH PRODUCT MANAGEMENT

- Chartering the PM Organization
- Reviewing Your Action Plans
- Scheduling On-Going Facilitation and Coaching

RECOMMENDED PROGRAM ADD-ONS:

- Live, virtual facilitation to enhance workshop experience
- Assess your organization's practices assessment prior to participation to give you the data you need to create a targeted organizational development strategy
- Incorporate small work projects for your team as well as a final project
- Monthly or quarterly check-ins to guide your firm's evolution