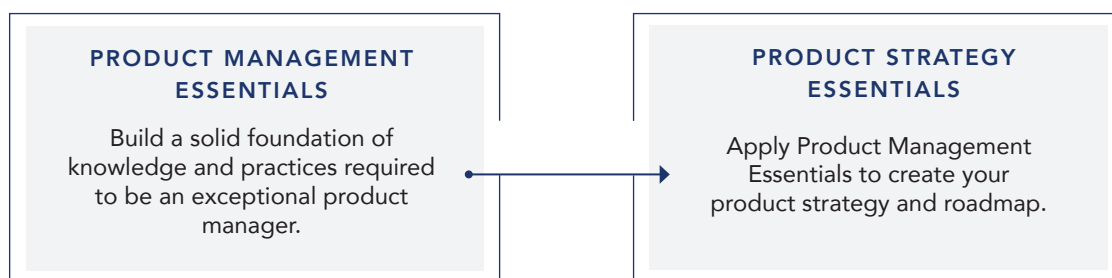


Online, On-Demand Product Management Courses

Study Product Management & Product Strategy at a Pace That's Right For You!

OVERVIEW

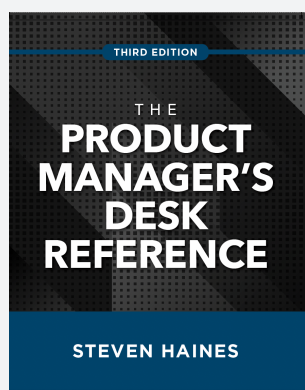
These courses offer a modern, experiential approach to product management professional development. With topics that are relevant to your challenges. Sequent's online courses provide extraordinary content with an unique experience. When you engage, you'll be able to make real-time contributions that count. The courses are available as stand-alone experiences, or as a complete learning journey.



THE LEARNING NEVER STOPS

Upon registration, each participant is provided with ongoing support that includes:

- Our Product Management Acumen Online Skill Assessment
- Access to our Product Management Certification Exam
- 14 templates to help you apply the learning after the workshop
- A post-class workbook to help apply the key learnings for each workshop



THESE COURSES ARE DESIGNED AND DELIVERED BY SEQUENT'S world-renowned facilitators, including Steven Haines, the author of *The Product Manager's Desk Reference* (3e) and *The Product Manager's Survival Guide* (2e). Each on-demand course provides an engaging and flexible learning experience for highly motivated and engaged product managers and their teams.

STUDY OPTIONS

- SELF-PACED with a pre-recorded discussions and exercises
- SELF-PACED + FACILITATION using pre-recorded discussions and scheduled facilitation for key exercises
- FACILITATED LIVE VIRTUAL PROGRAMS where teams meet for live (but virtually) and interact with our facilitator

Course Outlines

PRODUCT MANAGEMENT ESSENTIALS ONLINE

Learn everything you need to do to become an exceptional product manager.

1. Establishing a context for product management
2. Defining the role of the product manager and the product team
3. Explaining the Product Management Life Cycle Model
4. Garnering customer and market insights
5. Covering the essential elements of product strategy
6. Prioritizing opportunities for new products or enhancements
7. Leveraging the optimal product development process (waterfall and/or agile)
8. Partnering with development
9. Planning and orchestrating a product launch
10. Conducting a post-launch audit
11. Optimizing the performance of your product (post-launch product performance management)

PRODUCT STRATEGY ESSENTIALS ONLINE

Follow a step-by-step process to construct goals and strategies.

1. Understanding what's needed to formulate product strategies
2. Building a solid fact base
3. Synthesizing market, financial, and business data to create a complete picture of the product's business
4. Using a re-imagined SWOT analysis to uncover future opportunities
5. Creating realistic goals for the product
6. Comparing opportunities to goals to determine the most favorable path forward
7. Shaping opportunities into actionable initiatives
8. Orchestrating a balanced marketing mix model
9. Constructing a product roadmap
10. Gaining cross-functional alignment and assembling resource estimates
11. Presenting the strategy to leadership

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.

TRAINING ANY WAY YOU LIKE IT

TRAIN YOUR TEAM IN-PERSON OR VIRTUALLY

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

TRAIN ONLINE & ON-DEMAND AT YOUR OWN PACE

- ✓ Product Management Essentials Workshop
- ✓ Product Strategy Essentials Workshop
- ✓ Managing & Implementing Product Management