

Product Management Essentials

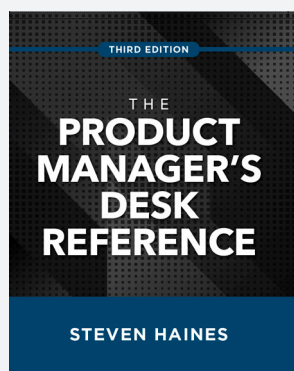
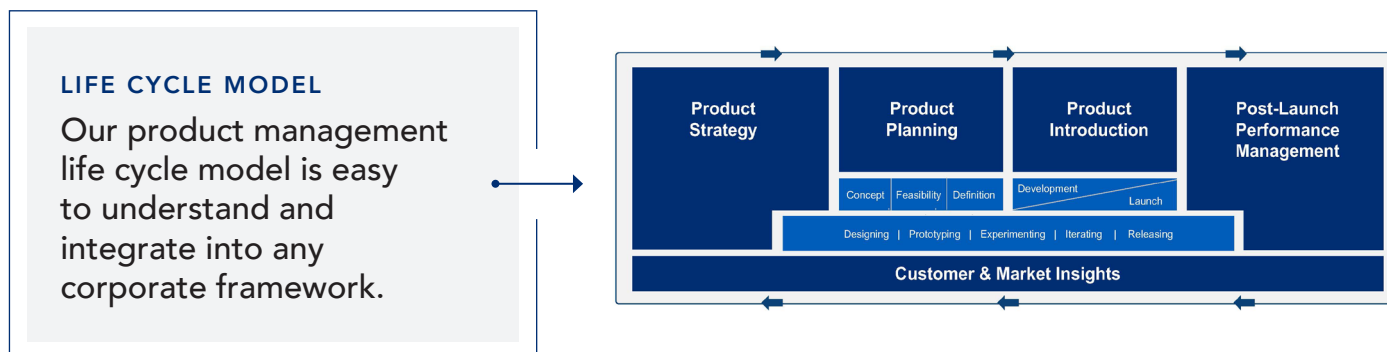
3 and 4 Day Corporate Workshop & Certification Program

OVERVIEW

The imperative for product managers and their teams to be agile, strategically oriented business people is vital to company success. Added to this, product managers must contribute to the firm's transformation, especially with more digital products in the portfolio. To support these imperatives, the Product Management Essentials workshop offers a comprehensive journey across the product life cycle, guided by experts who facilitate 18 intensive interactive exercises. There's nothing better than understanding a core construct and immediately putting it into practice, using your own products as examples.

KEY ADVANTAGES

- Focus on the entire life cycle, from start to finish
- Attention to both Waterfall and Agile product development methods (mixed mode)
- Emphasis on the "art" of influencing, storytelling, and getting the job done
- Cultivation of a "business ownership" mindset



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 for this workshop is The Product Managers Desk Reference, 3rd Edition by Sequent Learning Network's founder, Steven

THE LEARNING NEVER STOPS

Each participant is provided with ongoing support that includes:

- Access to the Product Management Professional Certification Exam
- Access to Sequent's "community of practice" resources including: continuing education videos, templates, guides and other important tools to ensure that the

Corporate Workshop Outline

PUTTING PRODUCT MANAGEMENT INTO PERSPECTIVE

- Understand The Function of Product Management and the Role of the Product Manager
- Define the Product Hierarchy
- Explore the Product Management Life Cycle Model
- Establish Essentials for Success: Market Focus, Influence, and Business Acumen
- Learn Cross-Functional Collaboration

CUSTOMER AND MARKET INSIGHTS

- Explore Market Segments
- Uncover and Visualize Segment Trends *
- Assess and Uncover Customer Needs
- Track Industry Sector Trends
- Evaluate Competitors and Competitive Products
- Determine Areas to Create Strategic Advantage
- Create State of the Market Review *

PRODUCT STRATEGY FORMULATION

- Assemble a Retrospective Product Review *
- Derive a Strategic Baseline Assessment
- Conduct a Product SWOT Analysis
- Present Strategic Opportunities
- Create a Vision for the Product's Future *
- Identify Product Investment Opportunities

* COVERED IN 4-DAY VERSION ONLY

PLAN AND PRIORITIZE

- Evaluate and Assess Product Opportunities
- Prepare and Present a Value Proposition
- Assemble a Positioning Statement
- Discuss Design Thinking, Prototyping, and Modeling
- Utilize a Decision Matrix to Prioritize Opportunities
- Write a Product Description for a Business Case *
- Create a Forecast for a Select Product Opportunity
- Evaluate Investments Using Discounted Cash Flow *
- Define a Product with Requirements and/or User Stories

DEVELOPMENT, LAUNCH AND RELEASE

- Keep the Development Team Focused
- Re-Prioritize (Features, Scope, etc.)
- Validation and Product Tests
- Characterize the Role of a Product Manager and Product Owner
- Analyze Prior Launches and Update Launch Documentation *
- Create a Product Launch Plan
- Establish Launch Metrics for Post-Launch Review *

POST-LAUNCH PERFORMANCE MANAGEMENT

- How to Form a Data-Driven Fact Base
- Assess Product Team Effectiveness with a Team Report Card *
- Design a Product Business Information Dashboard
- Evaluate Financial Performance and Contributions
- Prepare a Product Health Report *
- Identify Process Improvements
- Manage the Marketing Mix to Re-strategize
- Verify Value-Based Pricing Strategy

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.

DESIGNED FOR VIRTUAL DELIVERY

The Product Management Essentials workshop can be delivered in a live, virtual format using the outline above, in *four or five* 3-hour sessions, to accommodate remote teams or your distance learning

CHOOSE YOUR OWN PATH

CORPORATE CURRICULUM

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

PUBLIC CURRICULUM

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

Learn Product Management *Your* Way

Our full portfolio of Product Management coursework is available in the format that suits you best. Instructor-led, virtual sessions provide instant feedback and group activities to accelerate your understanding of Product Management. Self-led, learn-at-your-pace video courses provide the flexibility to learn where and when you want to learn. Both on the backbone of Steven Haines's pioneering, 30-year leadership on building products that people want to buy.



In-Person Instructor-Led

Implementing and Managing Product Management

Product Management Essentials

Product Life Cycle Optimization

Product Strategy Formulation

Business Case Workshop

Product Launch

Product Pricing

Building Business Acumen



Online Self-Paced

Implementing and Managing Product Management

Product Management Essentials

Product Strategy Formulation

Building Business Acumen

Mini Template Tutorials

Value Prop & Prod Positioning

Business Case

Product Strategy

Prioritization & Decision Making

Product Launch

Product Marketing

Product Requirements

Competitive Analysis



Virtual Instructor-Led

Implementing and Managing Product Management

Product Management Essentials

Product Strategy Formulation

Building Business Acumen

Customized Corporate Bundles

Sequent can also customize a package for your team that is built from our suite of coursework and delivered in multiple formats.