# Advanced Product Management & Strategy Workshop

Corporate Workshop Description

OVERVIEW

For product teams who have foundational experience in product management and need to consider their vision, goals, and strategy with greater purpose, this program will take your team to the next level. This is a *working workshop* for product teams. Led by an empowered person from product management, they're joined by people from development, marketing, and others who have accountability for business contributions and returns to the company.

This workshop, as with all of Sequent's workshops are based on the Product Management Life Cycle Model, shown below. This model depicts the work activities conducted across the entire product life cycle.

LIFE CYCLE MODEL

Our product management life cycle model is easy to understand and integrate into any corporate framework.
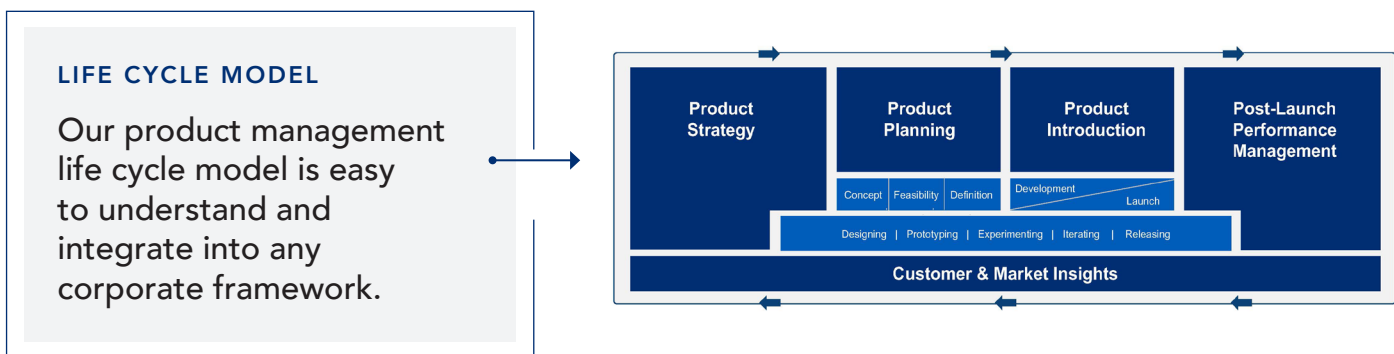
FOR THIS WORKSHOP the model is decomposed to allow for more granular study and data analysis so that strategic options for a product or product line can be more easily articulated. This is shown in the workshop flow diagram.
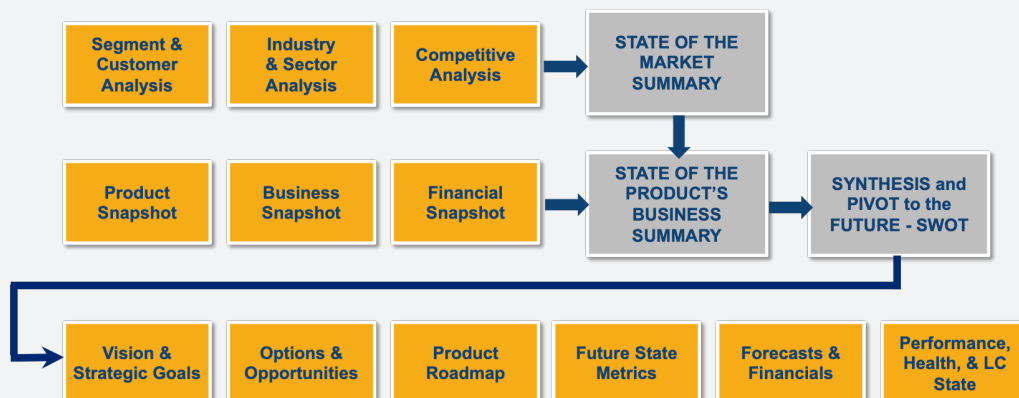
Advanced Product Management and Strategy Workshop Content

OVER THE COURSE OF THREE DAYS, product teams will collaborate on 20 exercises that will enable people to prac-tice and present. Communicating using stories and narratives are used in all exercises to demonstrate depth of under-standing of complex, interconnected topics.

WORKSHOP EXCERCISES INVOLVE THE FOLLOWING:

- Uncovering challenges in the current product organization
- Proposing a structure and charter for a cross-functional product team
- Describing current and future market segments
- Identifying current and future customer targets within a segment
- Developing a day-in-the-life narrative for a target customer
- Assessing industry and sector trends
- Conducting an analysis of competitor companies and products
- Creating and presenting a *state of the market* narrative
- Producing a baseline product-business profile
- Presenting a *state of the business* summary
- Uncovering future investment options and initiatives
- Articulating a future state vision and goals linked to that vision
- Detailing and presenting the goal-based strategic initiative
- Creating a value proposition and positioning statement for the initiative
- Writing a product description
- Deriving a pricing model to enable volume and revenue forecasting
- Producing a future-oriented strategic product roadmap
- Establishing future state metrics and developing a forecast
- Designing a product business information dashboard
- Preparing and delivering an executive strategy presentation (capstone)

REQUIRED PROGRAM PREPARATION:

1. Teams of 4-6 people representing product management and other relevant functions. A team leader is needed.
2. Minimum of 2 and maximum of 4 teams.
3. Product or product lines identified.
4. Assigned reading in select chapters of Research The Product Manager's Desk Reference (3rd ed.).
5. Relevant customer, market, business, financial and product-related data.

The Next Step

If you'd like to bring your company to the next level, consider this advanced workshop as a steppingstone to the future.

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.

CHOOSE YOUR OWN PATH
OUR CURRICULUM

- ✔ Product Management Essentials Workshop
- ✔ Product Life Cycle Optimization Workshop
- ✔ Leading Product Management Workshop
- ✔ Product Business Case Workshop Advanced
- ✔ Business Acumen Workshop

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- Instructor led programs offer lively, facilitated learning experiences
- Online courses allow people to learn at their own pace, and are also budget friendly (ask about our bulk license program)

In-Person Instructor-Led

Product Management Essentials

Adv. Product Mgmt. & Strategy

Product Life Cycle Optimization

Business Acumen

Product Business Case

Implementing Product Management

Online Self-Paced

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Product Life Cycle Optimization

Business Acumen Workshop

Product Business Case Workshop

Implementing Product Mgmt

"How-To" Short Courses

How To Do a Business Case

How To Develop a Value Proposition

How to Assemble a Strategy

How to Prioritize & Decide

How to Define a Product

How to Launch a Product

How to Create a Marketing Plan

How to Conduct Competitive Analysis

Virtual Instructor-Led

Product Management Essentials

Adv. Product Mgmt. & Strategy

Product Life Cycle Optimization

Business Acumen Workshop

Product Business Case Workshop

Implementing Product Management

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