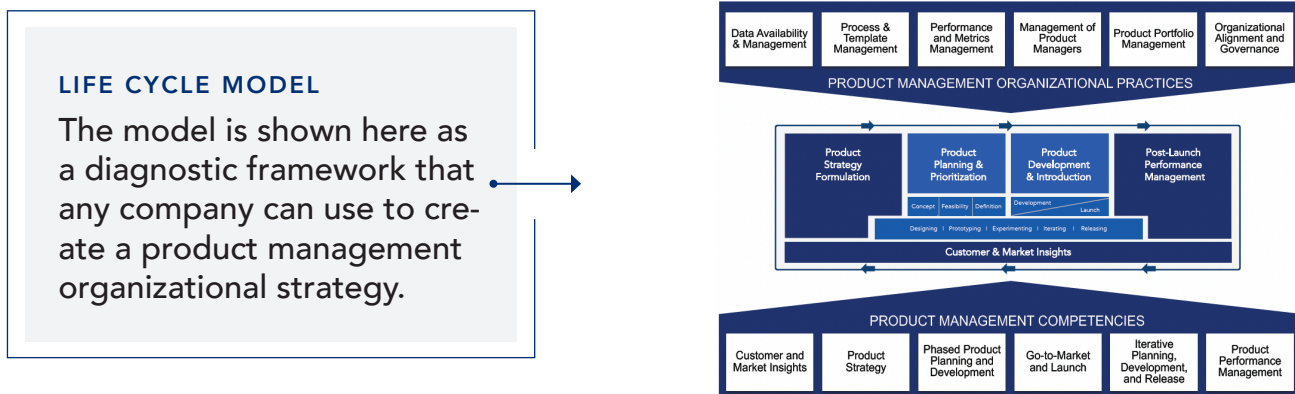


# Implementing & Leading Product Management Workshop

Driving the Ultimate Corporate Transformation

Product management should be the heart and soul of any organization. The function of product management can represent a unified source of competitive advantage and provide greater motivation for people who must work together to produce and manage innovative products and solutions. This course provides the wherewithal for leaders to create a strategic pathway to the future. It highlights the most important best practices that impact the effectiveness of product management - including those that affect the successful creation and management of products and portfolios. The course uses the Product Management Life Cycle Model as its foundation. The model is decomposed into enabling business practices and core competencies. Participants learn what's needed to either stand-up a new product organization, or to fortify and restructure so that any firm can realize the benefits of the ultimate transformation.

This workshop is designed for delivery on-site, as a live-virtual program, or an online, self-paced course. It can be delivered over one-half, one-day, or two days. The same content is covered but with varying degrees of depth.



**LEADING PRODUCT MANAGEMENT** is used in this workshop. The book is designed to support the creation of an organizational strategy that can propel your company into the future. This book is written by Sequent's founder, Steven Haines.

## ORGANIZATIONAL DIAGNOSTICS

Many clients participate in this workshop after they've undergone a comprehensive organizational analysis. Please ask us about how we can help you with this important diagnostic program.

# Corporate Workshop Outline

EACH MODALITY PROVIDES FOR ALL OF THESE TOPICS AND IS TAILORED TO THE TIME ALLOTTED

## CONTEXT AND DEFINITIONS

- Challenges and Opportunities
- Getting Everyone on the Same Page
- How Product Management Fits

## THE PRODUCT MANAGEMENT LIFE CYCLE MODEL

## BUILDING BLOCKS ON AN ORGANIZATIONAL STRATEGY

## PRODUCT MANAGEMENT PRACTICES (ENABLING STRUCTURE)

- Review of Assessment Data or a Short Assessment Embedded in the Program
- **Key Topics**
  - Data Availability & Management
  - Process & Template Management
  - Performance & Metrics Management
  - Talent Management
  - Governance
  - Portfolio Management

## PRODUCT MANAGER COMPETENCIES (BUILDING CAPABILITY)

- Review of Assessment Data or a Short Assessment Embedded in the Program
- **Key Topics**
  - Customer & Market Insights
  - Product Strategy
  - Product Development & Introduction
  - Post-Launch Performance Management

## ACTION PLANNING

**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

### CORPORATE CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Product Life Cycle Optimization Workshop
- ✓ Leading Product Management Workshop
- ✓ Product Strategy Formulation
- ✓ Product Business Case Workshop
- ✓ Business Acumen Workshop

### PUBLIC CURRICULUM

- ✓ Product Management Essentials Workshop
- ✓ Business Acumen Workshop

# Learn Product Management **Your Way**

Our full portfolio of courses are available in the format that suits you best.

- 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

Product Management Essentials  
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

## Online Course Bulk Licenses

Ask us about providing access to your company for any or all of our online self-paced programs.