

# Product Management Essentials

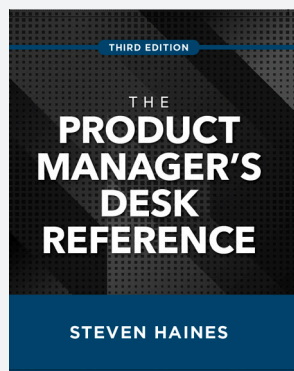
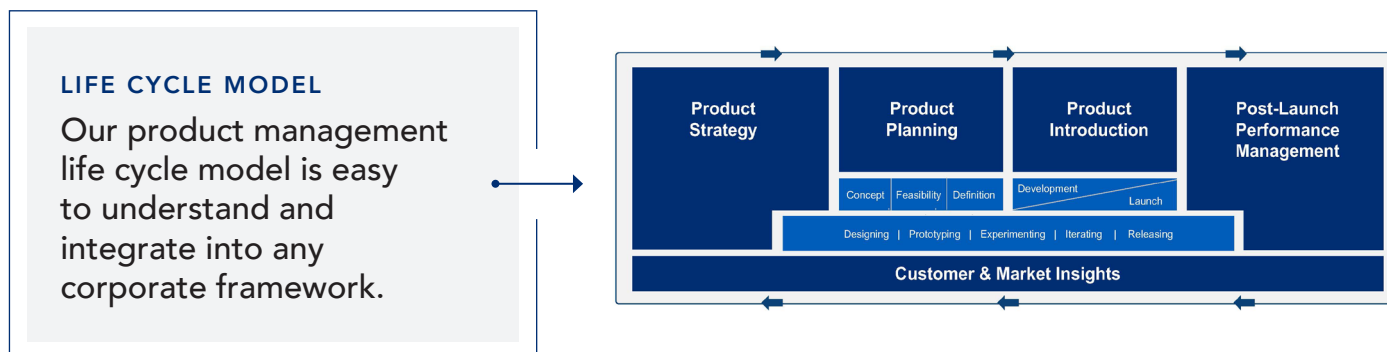
## 3 and 4 Day Corporate Workshop & Certification Program

### 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

## 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

\* COVERED IN 4-DAY VERSION ONLY

**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 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.