Product Life Cycle Optimization Workshop

OVERVIEW

It's no secret that customers want products to remain "fresh" and companies need to ensure that they're always finding ways to add value – all while growing revenue, profit, and market share. These market dynamics necessitate a diligent approach to the management of existing products.

To do this, product managers and their teams rely on a continuous stream of data, and a cohesive approach to the ongoing analysis of that data so that product investment decisions can be more finely focused – so that revenue, profit, and share continue to grow.
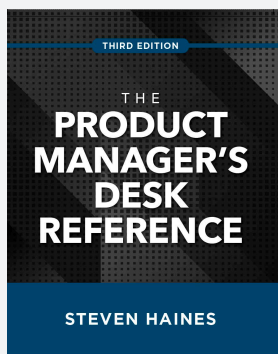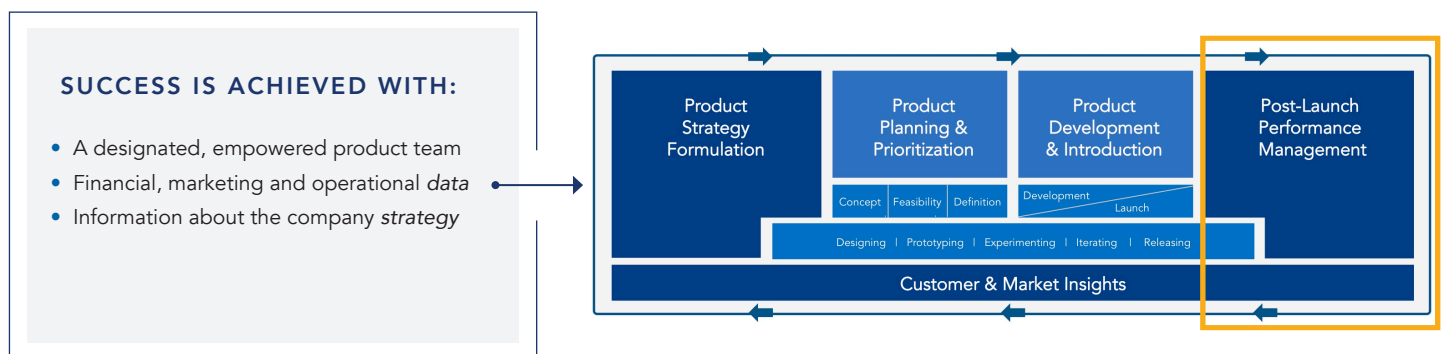
Sequent's *Product Life Cycle Optimization Workshop* holds your key to the future. In two-days, your product teams will learn how to examine their product's business and market performance and identify opportunities to fine-tune their product's business and contribution to the firm… at the speed of the market!

WORKSHOP GOALS

- To help product managers and their teams to understand what's required to "optimize the business" of their products as they move through chosen markets
- Provide participants with perspectives and language to understand the business performance of current products -- to communicate what's learned and to solve complex problems
- Enable analyses from a data-driven fact base from which better business decisions can be made
- Inspire a strategic-thinking mindset and to help product managers and their teams to cultivate the needed strategic intuition to vigorously compete in chosen markets

WORKSHOP DELIVERY OPTIONS

- 2-day on-site workshop
- Add-on our 6 - 8 week outcome-driven action learning program
- Also available as a 1-hour online summary course

SUCCESS IS ACHIEVED WITH:

- A designated, empowered product team
- Financial, marketing and operational *data*
- Information about the company *strategy*

Product Strategy Formulation | Product Planning & Prioritization | Product Development & Introduction | Post-Launch Performance Management

Concept | Feasibility | Definition | Development | Launch

Designing | Prototyping | Experimenting | Iterating | Releasing

Customer & Market Insights

THE PRODUCT MANAGERS DESK REFERENCE is the perfect platform for product teams to achieve optimal results, for product managers to learn their jobs, earn empowerment, drive the team forward, and deliver results!

These results are enhanced when participants read the following chapters prior to attendance:

- Chapter 5: Problem Solving and Decision Making
- Chapter 6: Finance for the Product Manager
- Chapter 7: Industry and Competition
- Chapter 8: Market Segments and Customers
- Chapter 17: Post-Launch Performance Management
- Chapter 18: Product Portfolio Management
- Chapter 19: Discontinuation

THIRD EDITION

THE
PRODUCT
MANAGER'S
DESK
REFERENCE

STEVEN HAINES

SEQUENT

sequentlearning.com

Workshop Outline

INTRODUCTION

- Establish a Context for the Program
- *EXERCISE:* Create a Retrospective Profile of the Product's Business

EVALUATE MARKET ACTIVITY AND TRENDS

- *EXERCISE:* Analyze and Present Current Segments and Trends
- Assess Customers and/or user experience data
- Evaluate Trends in Customer Preferences
- Establish Competitive Fact Base
- Compare Competitors and Competitive Products
- Conduct Competitive Trend Analysis
- Review Wins/Losses
- Uncover Industry and Sector Trends
- *EXERCISE:* Prepare a "State of the Market" Report and Presentation

EXAMINE COMPANY AND PRODUCT DATA

- *EXERCISE:* Challenges in Cross-Functional Engagement
- *EXERCISE:* Produce A Cross-Functional Team Report Card
- Techniques to Collect and Analyze Data
- Understand Fact-Base Synthesis
- Reveal Fact Patterns
- Analyze Financials and Variances
- Explore Metrics and KPIs
- *EXERCISE:* Prepare and Present a Product Health Report
- Show How to Connect the Dots to Assess Performance
- Leverage the Product Life Cycle Model
- *EXERCISE:* Prepare and Present a Product Life Cycle State Model
- Review Processes That Support the Product's Business
- *EXERCISE:* Identify and Present a Process Improvement Idea

ACTION PLANNING

- Leverage the Marketing Mix
- Establish Market Segment and Customer Targets
- Consider Future Marketing Mix Opportunities and Investments
  - Product and/or Service Improvements, Designs, or User Experiences to Achieve Competitive Advantage
  - Pricing and/or Fee Adjustments to Deliver Greater Value
  - Channel Optimization (Including Omni-channel) to Reach More Customers
  - Advertising and Communication Options to Improve Engagement
- *EXERCISE:* Your "Growth-to-Market" Program Presentation That Includes a "Marketing Mix - Market Area - and Financial Plan"
- Consider Process Changes, Sustainability Options, Rationalization, and Discontinuation Options
- *CAPSTONE EXERCISE:* Prepare an "Analyst Presentation" as if the Product Were Publicly Traded and the Product Manager is the CEO

THE WORKSHOP AGENDA FOLLOWS THE FLOW OF THE DIAGRAM SHOWN BELOW:
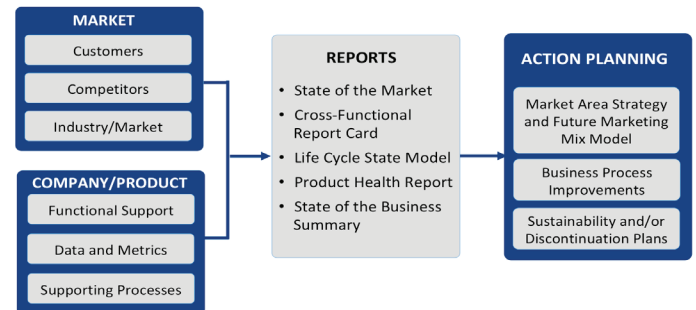
SEQUENT LEARNING NETWORKS is a product management training and advisory services firm. Our clients operate as mid-to-large complex firms, and participate across a number of verticals. Sequent's curriculum is designed to provide both foundational programs as well as a portfolio of workshops and coaching 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
- ✔ Managing Product Management Workshop
- ✔ Product Strategy & Roadmapping Workshop
- ✔ Product Business Case Workshop
- ✔ Launch Pad Workshop

PUBLIC CURRICULUM

- ✔ Product Management Essentials Workshop
- ✔ Product Strategy & Roadmapping Workshop

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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.

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