

Implementing & Managing Product Management

An **ONLINE, ON-DEMAND COURSE FOR PRODUCT LEADERS**

Shape the future of your company with an unparalleled learning experience!

Derived from our instructor-led program, we help product leaders optimize their product management organization and better enable their product managers in a unique online learning program.

Unlock the Potential of Your Product Managers

With **15 instructional videos and a professional development workbook**, you'll be able to:

- Ensure that everyone in the organization understands the value of product management
- Target explicit actions and activities to enable product managers (data, processes, metrics, etc.)
- Cultivate your product manager talent pool
- Develop an action plan to fine-tune your product organization

For Your Leadership Team

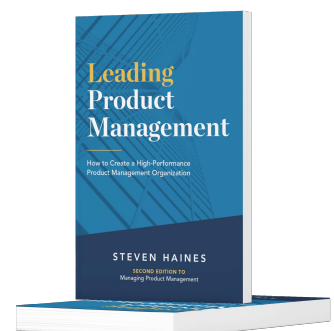
This course is well-suited for small leadership teams. Imagine a team of 3-6 product leaders, and even leaders from other functions, contributing to the creation of an organizational strategy for 'product management' in your company.

For your teams, consider a hybrid option of online, on-demand study PLUS scheduled coaching calls to review your work

The foundation for this workshop is the book **Leading Product Management** by Steven Haines, the definitive guide for managing product managers and product management teams.

More Than An Online Course:

- 2 1/2 hours of video coursework that will drive you to take action
- An instant download of our **Action Learning Workbook** to help turn your training into practice
- A digital certificate of completion to add to your LinkedIn portfolio and resume



Implementing and Managing Product Management Outline



INTRODUCTION

- Learn How the Program Works

CONTEXT & DEFINITIONS

- Key Definitions - So Everyone's on the Same Page

HOW PRODUCT MANAGEMENT FITS IN AN ORG.

- Role and Purpose of the "Function" of Product Management
- How Product Managers Fit in the Organization and How They're Assigned (an Organizational Taxonomy)
- Role of Products, Solutions, and Systems

DEVELOPING AN ORGANIZATIONAL STRATEGY

- Assessing the Past Structures in Your Company
- Identifying the 'Current State' of Your Product Organization
- Bringing Others into the Conversation About the Future of Product Management in Your Company

BEST PRACTICE FOUNDATIONS

- Understanding the Importance of Product Management Best Practices
- Distinguishing Between Best Practices and Ad-Hoc Practices

THE PRODUCT MANAGEMENT LIFE CYCLE MODEL

- Utilizing a Model for "Full-Stream" Product Management
- Aligning Best Product Management Practices with the Model
- Assessing Your Approach to Product Life Cycle Management

ENABLING PRACTICES & CORE COMPETENCIES

- Setting the Stage for a Deeper Dive on Six Best Practices
- Associating Best Practices with Desired Outcomes
- Examining Core Competencies for Product Managers

DATA AVAILABILITY AND MANAGEMENT

- Identify Data Required for Product Management
- Assessing Data Sources and Uses
- Creating a Data Strategy for Product Management

PROCESS AND TEMPLATE MANAGEMENT

- Identifying the Supporting Processes and Templates
- Assessing Your Company's Processes and Templates
- Creating a Process and Template Strategy for Product Management

PERFORMANCE AND METRICS MANAGEMENT

- Identifying the Most Important Performance Metrics
- Assessing your Company's Performance and Metrics
- Creating a Performance Metrics Strategy for PM

MANAGEMENT OF PRODUCT MANAGERS

- Identifying What's Required to Manage Product Managers
- Assessing Your Company's Product Manager Talent Pool
- Creating a Product Manager Talent Management Strategy

ORGANIZATIONAL ALIGNMENT & GOVERNANCE

- Identifying the Characteristics of a Governance Council
- Assessing Your Company's Ability to Manage PM for the Long Term
- Creating a Product Management Manifesto; a Guiding Document for Company Leaders

PRODUCT PORTFOLIO MANAGEMENT

- Identifying What's Required for Effective Portfolio Management
- Assessing Your Company's Ability to Derive and Communicate its Product Portfolio Strategy
- Creating a Portfolio Management Strategy

IMPLEMENTING PRODUCT MANAGEMENT

- Building (or Rebuilding) Your Product Management Organization
- Creating Goals & Using "Springs" for PM Organizational Development

HOW TO SUCCEED WITH PRODUCT MANAGEMENT

- Chartering the PM Organization
- Reviewing Your Action Plans
- Scheduling On-Going Facilitation and Coaching

RECOMMENDED PROGRAM ADD-ONS:

- Live, virtual facilitation to enhance workshop experience
- Assess your organization's practices assessment prior to participation to give you the data you need to create a targeted organizational development strategy
- Incorporate small work projects for your team as well as a final project
- Monthly or quarterly check-ins to guide your firm's evolution

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.