

# Product Management Organizational Development

Unlock the Potential of Product Management in Your Company

## OVERVIEW

Most leaders agree that an effectively organized product management function can contribute greatly to competitive success. While challenges will always be present, the business will benefit when those areas are more easily exposed, and purposeful action taken. Regardless, executives have turned to Sequent for guidance. Sequent works closely with senior leaders to derive data-driven insights about various aspects of an organization that can lead to clarity around any firm's product management transformational goals. Whether you're standing up a new product organization, or your leadership team wants to reboot and upgrade, this is the program for your company.

This unique program is designed to help create an organizational strategy for product management in any company. Like any strategy, data and insights are needed. These insights are surfaced with Sequent's diagnostic assessments. The assessment data is used to identify for company infrastructure development, processes, talent strategies, and other important "practices." There are three recommended phases to this program, described below:

### PHASE 1 - CORPORATE LEVEL PRACTICES and CULTURE ASSESSMENT

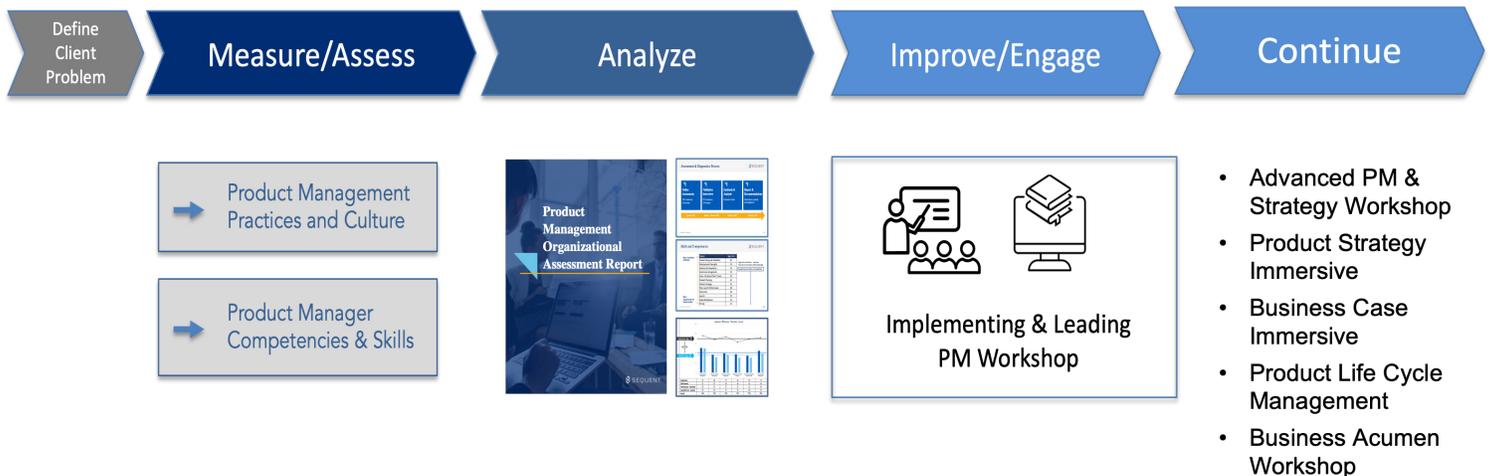
*This includes an evaluation of current practices, processes, and culture to secure a picture of the current company environment and product management organizational capability. The fact base formed from this part of the program may reveal the firm's "readiness" to evolve. This includes a survey and select validation interviews.*

### PHASE 2 - PRODUCT MANAGER COMPETENCY AND SKILLS ASSESSMENT

*This evaluation provides a complete perspective on the entire product manager talent pool and identifies key skill and developmental gaps. A web-based survey and select validation interviews are included. Phase 1 and Phase 2 assessments are incorporated into a comprehensive diagnostic report with analysis, insights, and recommendations. These are also brought into the optional, but recommended Phase 3 workshop, described here:*

### PHASE 3 – IMPLEMENTING AND LEADING PRODUCT MANAGEMENT WORKSHOP

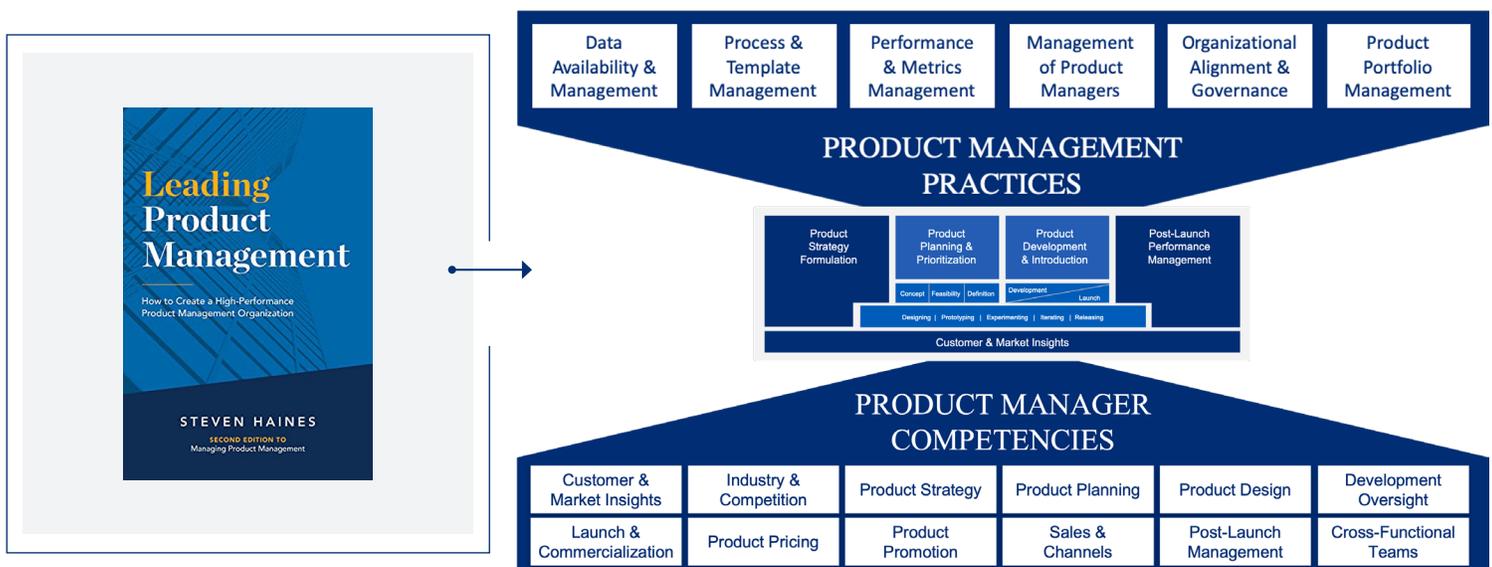
*This one, or two-day team-based program incorporates the data, insights, and recommendations from the assessment, and is facilitated to enable the creation of explicit action plans to implement and/or improve the structure and function of product management in your company. This workshop utilizes the book "Leading Product Management" by Steven Haines.*



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## OUR DIAGNOSTIC FRAMEWORK

The program's diagnostic framework is anchored by Sequent Learning's Product Management Life Cycle Model, shown in the diagram below. Clients can choose from several packages that are shaped by the number of people in an organization and the time available for the program to be carried out. This provides for budget and schedule flexibility, and allows for leaders to establish an organizational development strategy to optimize product management and take your company to the next level.



**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.

Together with Sequent's sister company, Business Acumen Institute (business-acumen.com), two extraordinary companies can help any complex company to organize successfully through the development of solid business skills.

## CHOOSE YOUR OWN PATH

### CURRICULUM PORTFOLIO

- ✓ Product Management Essentials Workshop
- ✓ Product Life Cycle Optimization Workshop
- ✓ Advanced Product Management & Strategy Workshop
- ✓ Product Business Case Workshop (with pricing strategy option)

*All workshops are designed for multi-model delivery, including in-person, virtual instructor-led, and as online self-paced courses.*