# Product Strategy & Roadmapping
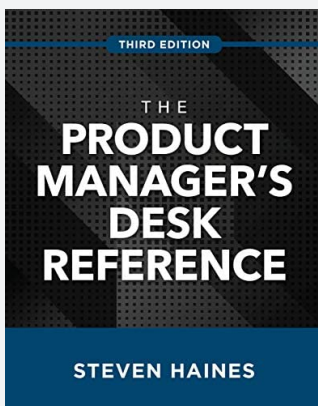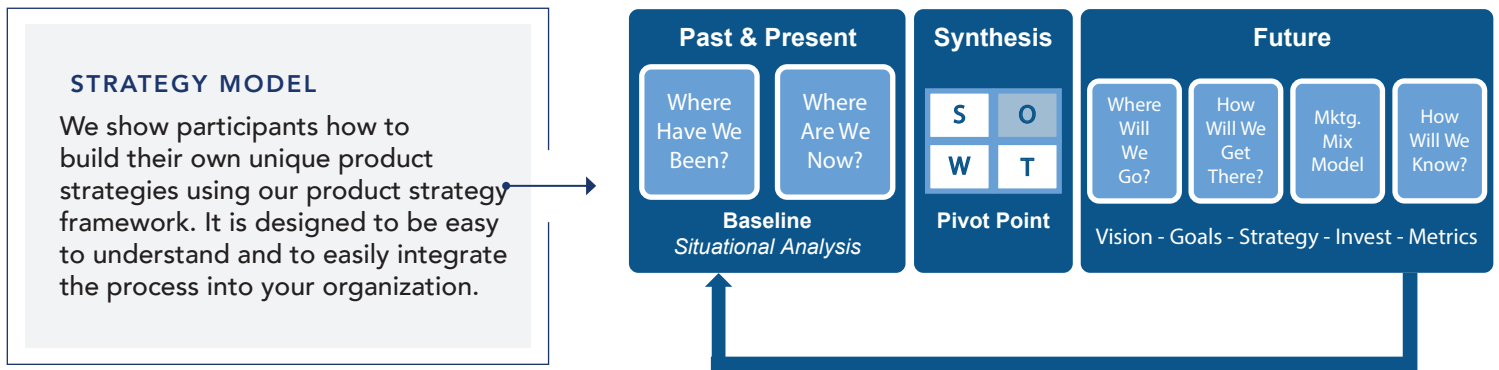
## Corporate Workshop With Muti-Mode Delivery Options

## OVERVIEW

Our Product Strategy and Roadmapping Workshop provides the perfect platform for your product teams to develop their product (or product line) strategy and to fine tune their product roadmaps. This unique workshop integrates data-driven analysis and key product management constructs with an action-learning approach. A straight-forward strategic planning framework serves as a guide and contributes to each teams' ability to convey their strategic story and portray their plans.

## KEY ADVANTAGES

- Develop the required mindset to think strategically
- Integrated key performance measures into a solid baseline analysis
- Leverage the product's contributions to determine a future path
- Focus on vision, goals, and strategy for the product
- Create the actual strategy and roadmap for the product or product line

### STRATEGY MODEL

We show participants how to build their own unique product strategies using our product strategy framework. It is designed to be easy to understand and to easily integrate the process into your organization.

**Past & Present**

| Where Have We Been? | Where Are We Now? |
|---|---|

**Baseline**
*Situational Analysis*

**Synthesis**

| S | O |
|---|---|
| W | T |

**Pivot Point**

**Future**

| Where Will We Go? | How Will We Get There? | Mktg. Mix Model | How Will We Know? |
|---|---|---|---|

Vision - Goals - Strategy - Invest - Metrics

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**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, 2nd Edition by Steven Haines, founder of Sequent Learning Networks.

### DELIVERY OPTIONS

- **Onsite - 2-day Accelerated Program** - Designated teams work on their strategy presentation
- **Onsite - 2-day PLUS Facilitation** of strategy presentations by designated teams over 6 weeks
- **Live Virtual - Facilitated** program delivered over 6 weeks - teams develop their strategy presentations

THIRD EDITION

THE

PRODUCT MANAGER'S DESK REFERENCE

STEVEN HAINES

SEQUENT

# Strategy Workshop Outline

## PERSPECTIVES ON PAST AND PRESENT

- Evaluate the Product's Past and Present Performance
- Capture Current Segments and Verify Current Customer Needs
- Assess Industry and Competitive Market Forces
- Prepare a Situational Profile and Baseline Analysis

## SYNTHESIS

- Develop a Fact-Based, Data-Driven SWOT Analysis
- Consider Key Areas of Strength and Weakness for Both the Product and the company
- Identify Strategic Opportunities

## FUTURE

- Identify a Future Vision for the Product
- Develop Goals Geared Toward Competitive Advantage
- Characterize Initiatives That Fulfill the Strategic Goals
- Use A Decision Screen to Fine-Tune Opportunities Into True Initiatives
- Prepare a Strategic Roadmap
- Estimate Future Investments and Metrics

**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.

**OUR WORKSHOPS CAN BE TAKEN IN ANY ORDER AND YOU MAY TAKE AS MANY AS YOU LIKE.**

## CHOOSE YOUR OWN PATH

### TRAIN YOUR TEAM IN-PERSON OR VIRTUALLY

- ✔ Product Management Essentials Workshop
- ✔ Managing Product Management Workshop
- ✔ Product Strategy & Roadmapping Workshop
- ✔ Product Business Case Workshop
- ✔ Launch Pad Workshop
- ✔ Product Life Cycle Optimization Workshop

### TRAIN ONLINE & ON-DEMAND AT YOUR OWN PACE

- ✔ Product Management Essentials Workshop
- ✔ Product Strategy Essentials Workshop
- ✔ Managing & Implementing Product Management

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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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