

Product Management Essentials

Public Workshop and Certification Program

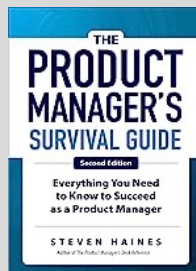
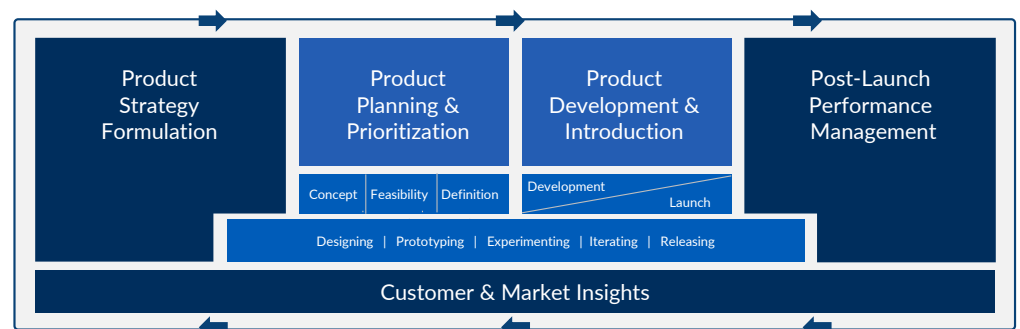
Today's imperative for product managers and their teams is to think strategically, act with agility, and contribute to the company's bottom line. Product managers are urged to influence people, collaborate, solve problems, and ensure that their product solves customer problems better than the competition. That's a lot to do when there are so many tactical demands.

For newer product managers who need to learn the job, or more experienced product managers who need to recalibrate their careers to adapt to new markets, technologies, and transformation initiatives, *Product Management Essentials* is the place to secure your future in product management.

BENEFITS

- Focus on the entire product life cycle, from start to finish
- Attention to multi-mode product development methods (agile and waterfall)
- Emphasis on problem solving, prioritizing, decision-making, and storytelling
- Cultivation of a 'business owner' mindset
- Eligibility for the product management certification exam

The Product Management Life Cycle Model helps to explain every aspect of a product's business, from beginning to end



Product Management Essentials is based on two industry defining books from Sequent's founder, Steven Haines.

THE PRODUCT MANAGER'S SURVIVAL GUIDE 2e

THE PRODUCT MANAGER'S DESK REFERENCE 3e

CONTINUING EDUCATION. Each participant receives access to Sequent's alumni community portal with videos, templates, and other helpful tools.

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Workshop Outline

CONTEXT FOR PRODUCT MANAGEMENT

- Define the function of product management
- Explain the role of the product manager
- Explore the *Product Management Life Cycle Model*
- Establish essentials for success as a product manager
- Importance of data and data-driven storytelling
- Learn cross-functional collaboration

CUSTOMER and MARKET INSIGHTS

- Explore customer segments and assess segment trends
- Uncover customer needs and create customer narratives around key personas
- Track sector and industry trends
- Evaluate competitors and competitive products
- Determine areas to create strategic advantage

PRODUCT STRATEGY FORMULATION

- Understand the product strategy formulation process
- Derive a baseline assessment
- Deploy a unique version of SWOT to uncover opportunities

PRODUCT PLANNING and PRIORITIZATION

- Evaluate, assess, and present (pitch) opportunities
- Prepare and present a value proposition
- Associate value propositions with product pricing
- Discuss design thinking, prototyping and modeling
- Use a decision matrix to prioritize opportunities
- Explain business cases and forecasts
- Learn how to write requirements and user stories

DEVELOPMENT, LAUNCH, AND RELEASE

- Required oversight of development projects
- Product manager vs. product owner
- Negotiate scope and feature changes
- Validation and testing
- Launch/release essentials
- Parameters for launch success
- Create a launch project plan
- Establish post-launch metrics

POST-LAUNCH PERFORMANCE MANAGEMENT

- Establish a data-driven fact base
- Determine life cycle state
- Assess team contributions
- Use variance analysis to analyze the product's business
- Explain product performance
- Adjust the product roadmap
- Assemble a visual product business information dashboard
- Evaluate the marketing mix to re-strategize
- Explore adjustments to pricing, marketing, and channel
- Discontinuation and market exit

SEQUENT LEARNING NETWORKS is a product management training and advisory firm. Our clients operate across many verticals, including manufacturing, financial and business services, transportation, energy, etc. Our portfolio of diagnostics, basic, and advanced training programs are designed to achieve success in product management. Our workshops are available as live instructor-led, virtual instructor-led, and online self-paced programs.

Sequent's sister company, BUSINESS ACUMEN INSTITUTE provides business skills training for emerging leaders across every industry. Visit business-acumen.com

WORKSHOPS

- Product Management Essentials
- Strategic Product & Portfolio Life Cycle Mgmt.
- Business Case Applied Learning
- Product Strategy Applied Learning
- Leading & Implementing Product Management
- Building Business Acumen