Leading and Implementing Product Management Workshop

INTRODUCTION

Product management is, at its core, a model for a business organization. To firmly establish or fortify the function of product management, leaders must establish a collective understanding of its purpose, intent, and position in an organization. When its purpose is understood, people across functions can operate, cooperate, and interoperate more effectively. They can more efficiently link a company's strategic intent with its people, processes, and products.

This workshop provides the wherewithal for leaders to create a strategic pathway to the future. It highlights the most important best practices that impact the effectiveness of product management – including those that affect the successful creation and management of products and portfolios. Sequent is your guide on this journey.

FOUNDATION

This workshop built around our *Product Management Life Cycle Model (see the center of the diagram)* whose purpose is to depict what's involved in the business management of products, across the life cycle. However, it's augmented in two ways:

1. A portrayal of six key practices that form the enabling infrastructure of product management
2. A portfolio of twelve competency clusters that comprise the skills needed by product managers to carry out their work

This complete organizational model is also used as the diagnostic framework for optional assessments that can be done prior to the delivery of this workshop. While not required, the baseline data can be used to evaluate the impact of the organizational development effort. The model is shown below:

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Organization: This workshop can be delivered over ½ day, 1-day, or 2-days, depending on your leadership team's availability and goals. The course can also be delivered virtually. There is also an online, self-paced version.

Assessments: Two assessments may be done prior to this program. One is a practices and culture assessment that helps us understand the environment of the organization and its overall readiness to adopt this structure. The second is a product manager competency assessment to understand the level of knowledge and experience of product managers in your company. Assessments are optional.

Leading Product Management: This book, written by Sequent's founder, Steven Haines, serves as a reference for the workshop. It's recommended that leaders skim through its content prior to participating in the workshop

Three Requirements for a Successful Product Management Organization:

1 An Aligned Leadership Team
All senior executives align around the structure and purpose of product management

2 Skilled Product Managers
With an associated staffing strategy

3 Organizational Infrastructure
Practices, processes, and methods to enable the "function" of product management

Workshop Topics

Context and Definitions

How Product Management Fits in an Organization

Developing an Organizational Strategy

Best Practice Foundations
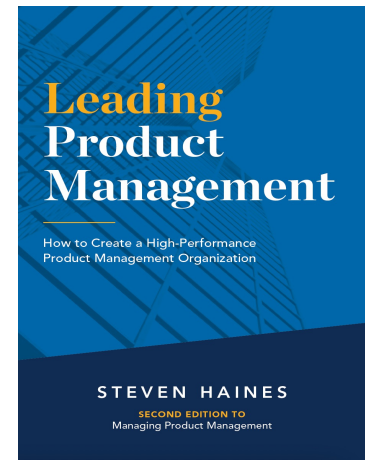
The Product Management Life Cycle Model

Enabling Practices and Competencies

- PM Practices: Data Availability and Mgmt.
- PM Practices: Process and Template Mgmt.
- PM Practices: Performance & Metrics
- PM Practices: Management of Product Managers
- PM Practices: Org. Alignment & Governance
- PM Practices: Product Portfolio Management

Implementing and Action Planning

Leading
Product
Management

How to Create a High-Performance
Product Management Organization

STEVEN HAINES
SECOND EDITION TO
Managing Product Management

WHY SEQUENT? Sequent has trained more than 30,000 people over two decades. We work with companies across industries and around the world. Our customized approach and our commitment to excellence allows us to stand apart from others. Many training companies focus too deeply on a company's development process, which creates product tacticians and feature managers, not product managers. We are committed to helping product managers and their teams to focus on the entire life cycle and to take a data-driven, strategic approach to the business of their products. If the product manager as business-owners mindset is right for you, then we're the right choice. Lastly, our founder, Steven Haines, wrote the book(s) on product management. No other training company has a thought-leading, industry-defining learning library as robust as ours.

SEQUENT LEARNING NETWORKS is a global product management training and advisory services firm. Our clients operate as complex firms and participate across many industry verticals. Sequent's offers a complete product management training curriculum, and courses that focus on cultivating business acumen for those who are not operating in product roles.

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