

Product Management Online Courses

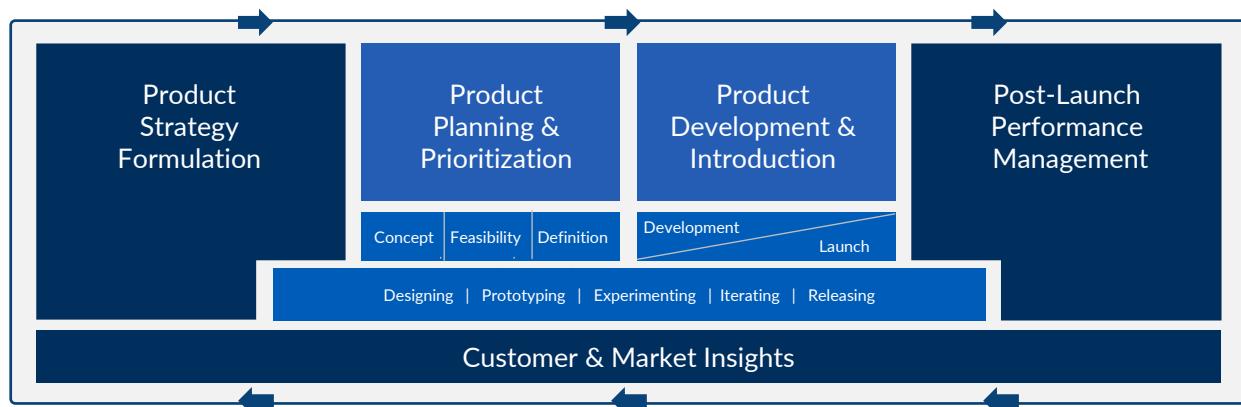
Product Management Essentials with Certification

Product Strategy Essentials with Certification

The imperative for product managers and their teams to be nimble, strategically-oriented businesspeople is vital to company success. Modern product managers must be able to garner customer and market insights, envision a future for their products, assess opportunities, prioritize feature development, devise go-to-market programs, and manage products being sold – in dynamic, rapidly moving markets!

Sequent's online, self-paced learning programs that can help product managers to improve their proficiency at a comfortable pace.

Sequent's courses are based on The Product Management Life Cycle Model, shown below. They're also supported by practical books from Sequent's founder, Steven Haines



Online courses based on the
Product Management Life Cycle Model

PRODUCT MANAGEMENT ESSENTIALS

- Learn product management
- Fifty 6 – 8-minute modules
- Easy to understand and digest
- Taught by Sequent's expert facilitators
- Certification test
- Details next page

PRODUCT STRATEGY ESSENTIALS

- Learn how to create a product strategy
- Fifty-five 6 – 8-minute modules
- Follows an easy to digest approach
- Taught by Sequent's expert facilitators
- Certification test
- Details next page

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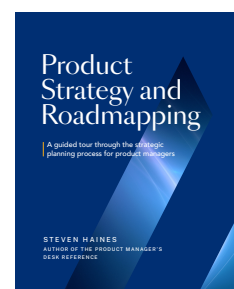
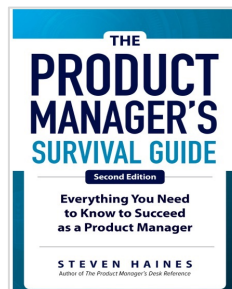
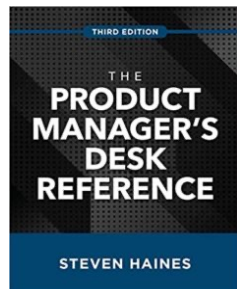
COURSE OUTLINES

Product Management Essentials Online

1. Establishing a context for product management
2. Defining the role of the product manager and the product team
3. Explaining the Product Management Life Cycle Model
4. Garnering customer and market insights
5. Covering the essential elements of product strategy
6. Prioritizing opportunities for new products or enhancements
7. Leveraging the optimal product development process
8. Partnering with development
9. Planning and orchestrating a product launch
10. Conducting a post-launch audit
11. Optimizing the performance of your product (post-launch product performance management)

Product Strategy Essentials Online

1. Understanding what's needed to formulate product strategies
2. Building a solid fact base
3. Synthesizing market, financial, and business data to create a complete picture of the product's business
4. Using a re-imagined SWOT analysis to uncover future opportunities
5. Creating realistic goals for the product
6. Comparing opportunities to goals to determine the most favorable path forward
7. Shaping opportunities into actionable initiative
8. Orchestrating a balanced marketing mix model
9. Constructing a product roadmap
10. Gaining cross-functional alignment and assembling resource estimates
11. Presenting the strategy to leadership



Books written by Sequent's founder – referenced in these courses

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 want product managers to be able to utilize a development methodology that works best; that allows for a lean-like approach for the iterations needed to align with the strategic intent of the firm, that can be validated by customers, deployed with ease, and managed like a business. Also, and unlike other programs, 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.