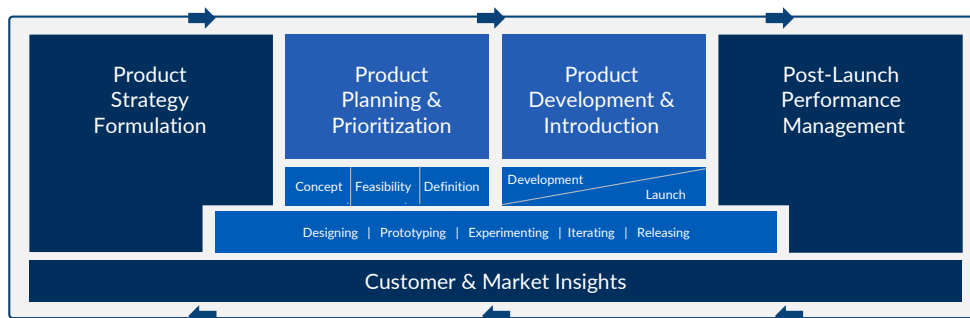# Product Management Essentials
Training and Certification Program

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!

The Product Management Essentials workshop offers a comprehensive journey across the product life cycle, guided by experts who facilitate a robust series of interactive exercises. There's nothing better than understanding a core construct and immediately putting it into practice!

Workshop Foundation: The Product Management Life Cycle Model

Product Strategy Formulation	Product Planning & Prioritization	Product Development & Introduction	Post-Launch Performance Management
	Concept / Feasibility / Definition	Development / Launch	

Designing | Prototyping | Experimenting | Iterating | Releasing

Customer & Market Insights

FOR PRODUCT MANAGERS

- View the entire product life cycle from start to finish
- Promote communication and collaboration
- Learn to influence others
- Become an engaging storyteller
- Fine-tune strategic thinking
- Utilize optimal development methods (agile, waterfall, etc.)
- Fine-tune data driven decisions and prioritize more easily
- Consideration of AI and other analytical methods

FOR CORPORATE LEADERS

- Deploy a consistent method for product management
- Support a common vocabulary, standards, and tools
- Enhance communication across the enterprise
- Encourage cross-functional collaboration
- Learn what's needed to support and empower your product management community
- Cultivate the business-owner mindset

THIRD EDITION

THE PRODUCT MANAGER'S DESK REFERENCE

STEVEN HAINES

The Product Manager's Desk Reference (3e) is the official text for the workshop and certification program

SEQUENT

Organization: Product Management Essentials is created a 2, 3, or 4-day intensive workshop. It's also available as a virtual instructor-led program, or in an online, self-paced format.

Customization: Our intent is to ensure that our workshops focus on explicit learning goals. Therefore, we may customize the program to include more in-depth focus on items that relate to your processes, methods, or other areas deemed important. This collaborative experience in workshop development is unique. In large-scale deployments, a pilot program begins the journey with iterations that are undertaken as needed.

Assessments: To fine-tune learning goals, a comprehensive competency assessment is available. This tool allows us to fine-tune the content and contribute to specific learning goals.

WORKSHOP OUTLINE

PUTTING PRODUCT MANAGEMENT INTO PERSPECTIVE
- Define the function of product management
- Explain the role of the PM and the importance of strategic leadership
- Explore the *Product Management Life Cycle Model*
- Establish essentials for success as a product manager: market focus, influence, collaboration, leadership, and business acumen
- Discuss the need to focus on data and data-driven storytelling

DATA, ANALYTICS, AND AI – AN INTRODUCTION
- Basic definitions, types of data (customer, process, etc.), and how AI might be used in product management, by product managers

CUSTOMER and MARKET INSIGHTS
- Explore market segments and assess segment trends
- Uncover customer needs and create customer narratives
- Track sector and industry trends
- Evaluate competitors and competitive products
- Determine areas to create strategic advantage
- Produce a "state of the market" presentation

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
- Discuss design thinking, prototyping, UX, and modeling
- Use a decision matrix to prioritize opportunities
- Explain business cases and forecasts
- Utilize a use case to explain a customer's environment
- Learn how to write requirements, epics, and user stories

DEVELOPMENT, LAUNCH, AND RELEASE
- What's required to for proper oversight of development projects
- Negotiate scope and feature changes (reprioritization)
- Agile/Iterative development basics (in agreement with clients)
- Validation and testing
- Deployment of beta tests
- Determine parameters for launch success
- Create a launch project plan
- Establish metrics for post-launch

POST-LAUNCH PERFORMANCE MANAGEMENT
- How to create a data-driven fact base
- Assess team contributions
- Use variance analysis to analyze the product's business
- Apply the data-driven story-telling technique to explain product performance
- Assemble a visual product business information dashboard
- Identify process improvements
- Evaluate the marketing mix to re-strategize
- Explore adjustments to price, marketing communication, customer education and content, and channel performance
- Discontinuation and market exit

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.

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