

Product Strategy and Roadmapping

Applied Learning, Team-Based Training and Certification Program

INTRODUCTION

Top performing companies have product managers with a data-driven mindset, an ability to anticipate market access, and a keen focus on activities that drive positive results. Ultimately, the best contributions are achieved when product investment initiatives are properly analyzed, prioritized, and staged for action by empowered cross-functional product teams. With this unique action-learning program, Sequent continues its commitment to its clients in the cultivation of strategic thinking product managers and their teams.

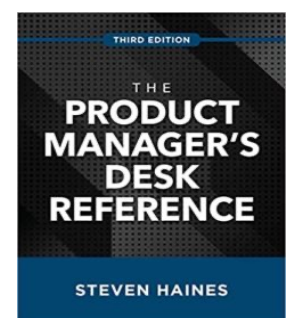
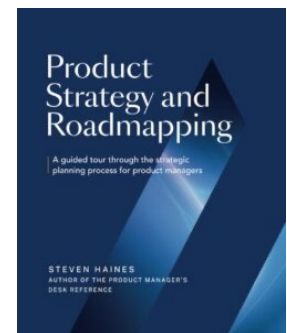


PROGRAM FOCUS

The methodology involved in formulating strategies can be more deeply woven into the fabric of the firm when cross-functional teams collaborate in the creation of actionable product strategies and roadmaps that can be presented to management. After all, when people understand the "what to do," they're better equipped to bring these capabilities to life. For the program, designated teams will collaborate and agree on a series of strategic initiatives worthy of investment. To that end, this program also has an optional component that allows the team to take agreed-upon initiatives and produce a *business case (or at a minimum, a comprehensive resource plan)* as part of the presentation.

HOW IT WORKS

- Executives appoint teams (usually cross-functional) of 4-6 people to work on a product or product line strategy. We meet with key stakeholders to review the program scope and ensure that teams are equipped to handle the pre-program data collection, as well as the actual work involved to prepare and present the strategy. Usually, 3-5 teams participate in any one program.
- We facilitate an interactive, 2.5 – 3.0-day workshop where the teams work on, and present various aspects of the strategy presentation. They utilize a template to help orchestrate the flow and develop a cogent, believable story line (see next page to view the flow).
- As an option, teams can review, and receive coaching for their evolving strategy presentation. Two or three 60-minute review sessions are planned so they can prepare their final presentation to management.
- An additional option, the business case program can be added to the program where one of the initiatives is expanded upon with the associated market analysis, scenarios, forecasts, and financials.
- The program leverages several resources, including the mini-book: How to Create a Winning Strategy and The Product Manager's Desk Reference (3rd).



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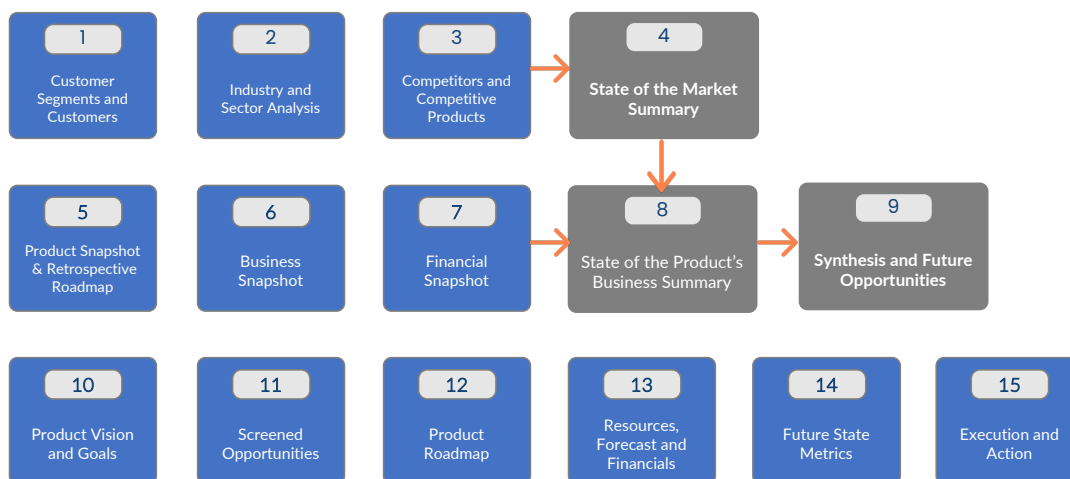
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WORKSHOP STRUCTURE

The Product Strategy and Roadmapping program follows the format and flow represented in the diagram below. Each section is a module in the workshop, punctuated with interactive, team-based exercises designed to reinforce current knowledge, augment understanding, and offer a challenging environment to evaluate data, share insights, and identify initiatives. The structure, while seemingly linear is far from that; it's iterative and dynamic.

OTHER OPTIONS

Because we work closely with our clients on these important initiatives, we may customize the program to include more in-depth focus on items such as pricing, customer or market analysis, forecasting, and other areas.



BENEFITS

- Product teams create a clear path to the product's future and a base for effective prioritization.
- Integrates transparently with corporate business and portfolio strategies.
- Raises the level of business and financial acumen across disciplines.
- Produces auditable artifacts.
- Assures effective implementation and integration with the company's operation.



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