

Product Management and Strategy Action Learning and Certification Program

INTRODUCTION

Senior executives are clear on their motivation to innovate, compete, and win. The pathway to this prosperous future requires product teams to deliver market-driven product strategies and roadmaps that are aligned with business objectives. Yet a persistent gap remains between this expectation and reality. Here are some reasons:

- Product managers and their teams don't understand what's needed to create goals, formulate, and execute clearly defined strategies
- Insufficient or outdated customer and market data
- Focus on tactical, internal projects without a strategic anchor



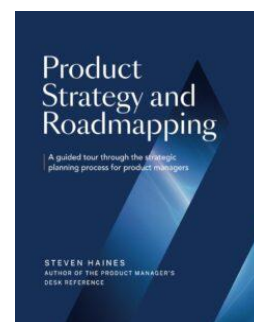
THE WAY FORWARD

Sequent's Product Management and Strategy Action Learning and Certification Program addresses these challenges head-on by combining foundational product management training with a robust applied learning experience and expert coaching. This comprehensive program equips product teams to:

- Understand how product management, as a business function, is needed to formulate goals and strategies
- Collaboratively collect and assess customer, market data, financial, and operational data
- Derive and analyze data-driven fact patterns to assess future goals and opportunities
- Determine the most appropriate investable initiatives that fit within the fabric of the firm
- Use a business-case methodology to ensure that the investments have realistic forecasts and financials
- Integrate a repeatable process that ultimately provides optimal returns to the business
- Earn their certification

HOW IT WORKS

- Executives appoint a product leader and cross-functional team members 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.
- Teams are assigned pre-work that includes getting organized, reading, and collecting data.
- A 3-day workshop is conducted where the teams work on and present various aspects of the strategy presentation. They follow a standardized template (see next page).
- Our facilitator meets with the teams at two-week intervals, or more frequently if needed, over a two-month period to review their evolving strategy presentation. The goal is to ensure that the teams can present their product strategies and roadmap to management. We can return to your office for the final executive presentation.
- The program leverages several resources, including the mini-book: *The Product Manager's Desk Reference* (3^e), and *Product Strategy and Roadmapping*.

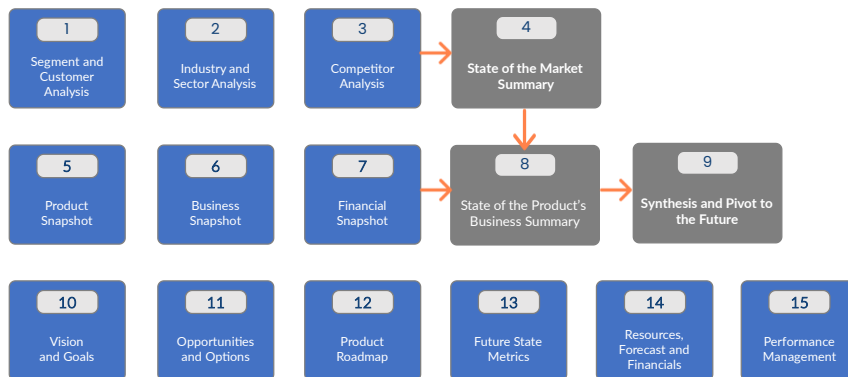


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PROGRAM STRUCTURE

This program follows the format of the strategy presentation shown here. 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.

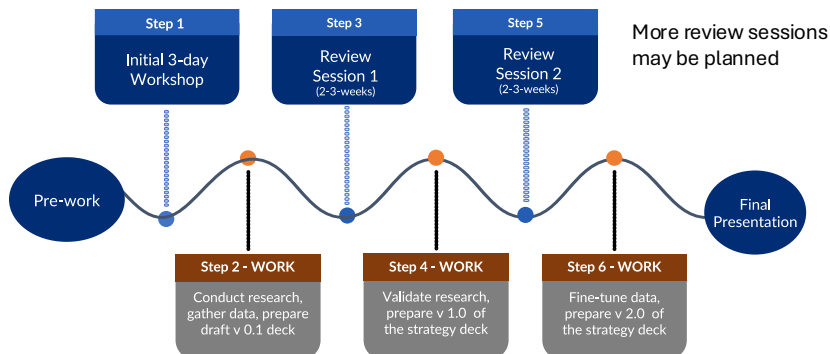
The program is usually customized to reflect company processes, terminology, or other items deemed important.



Strategy Presentation Format

PROGRAM TIMING

The diagram here portrays the general flow of work, including workshops, work time, and reviews.



Program Timing and Flow

BENEFITS

- Product teams and leaders have a clear path to the product's future and a foundation 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 all industries. Sequent's curriculum provides both foundational programs as well as a portfolio of action learning programs. Your company may benefit from the services of Sequent's sister company, **Business Acumen Institute**, a training and advisory services firm focused on building business acumen for emerging leaders. Visit business-acumen.com to learn more.