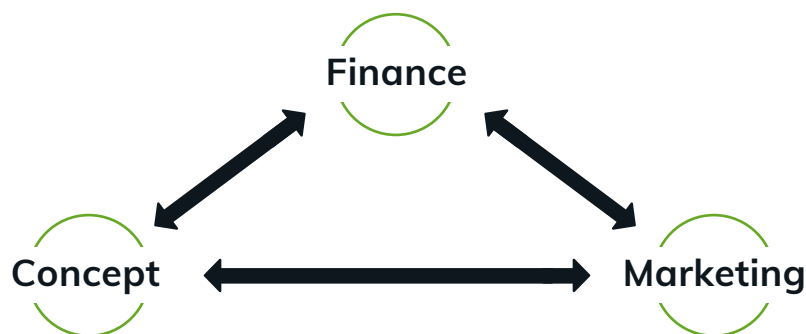


Product Management

Overview

Product management is vital to delivering innovations and driving business growth. It is an important organizational role that is growing in popularity. Product management is perfect for entrepreneurial individuals. Product managers are often able to operate with autonomy, work across many groups, have a meaningful impact on business growth, and develop life-long career skills. Product managers can be found at companies that are building products and technologies for external customers (consumers, end users, partners, etc.) as well as internal customers (employees). Product managers are responsible for the strategy, roadmap, and feature definition for a product or product line.



Program highlights



- The strategy to execution journey
- Conceiving the Product: Business Case, Market Needs
- The User Experience
- Strategic Planning: Product Description, Roadmap
- Conception & Planning; From Development to Launch to retiring a product / service
- Maximising Product Reach
- The Product manager's skill set
- Product Management Frameworks
- Product Placement – The Six Ps

Who should attend



- Business managers and leaders
- Individuals directly responsible for product or portfolio strategy
- Professionals who play a more indirect role such as in sales, marketing, operations, finance, or R&D
- Specialists at companies who are focused on using technology as a competitive differentiator
- Professionals wanting to take on a more formal product management role



Course structure



DAY 1

- The three key plays of a ProdM
- The ProdM's skills (see benchmark)
- Strategic Deliverables:
 - Market Needs,
 - Product Ideation &
 - Business Case
- Product Lifecycle (roadmap)
- 6 P's of Product Management
- Swot analysis and user profiling / buyer personas (exercises)
- Forming the team
- Assignment (Think of a product Idea)

DAY 2

- Planning
- Voice of the Customer /
- Opportunities Landscape
 - Competitive Analysis
 - Segmentation
- Requirements
 - User Profile
 - Use Case Scenarios
- Validation of market fit
 - Forecasting
 - Pricing
- Design Thinking
- Brainstorming & workshops (exercises)
- Stakeholder engagement

DAY 3

- Business Plan / Case
 - Benefits Management
 - Development Approach – Build, Buy or Mix
 - Agile or Waterfall (or lean or hybrid)
- Vision & the Roadmap (exercises)
- Performance Management / KPI (exercises)
- Exit Criteria (See OPP)

DAY 4

- Hypothesis Creation & Validation
- MVP
- Feature Lists & backlogs (see OPP)
- Prototyping, Pilots & Beta tests (& Big bang)
- Review Positioning
- Customer Acquisition & Retention
- Work Breakdown Structure & Network (exercises)

DAY 5

- Product release
- Feedback Capture
- Sales & Marketing
- Refine marketing Plan (exercises)
- Measure Performance
- End of Life Activities
- Lessons Learnt / Retrospective

ASSESSMENT

- ✓ 80 multiple choice questions;
- ✓ 2 hours;
- ✓ open book;
- ✓ 70% pass mark required to pass

Book now
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