

PROJECT TO PRODUCT WORKSHOP

1 Day Classroom
1 Day Live Online

Individual: \$995

Group: \$895

GSA: \$885

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www.cprime.com/learning

COURSE OVERVIEW

In this one-day workshop, we seek to understand and eliminate these obstacles by helping organizations rearchitect their ways of working away from “project thinking” to “product thinking.” As part of this we’ll take a deep dive into how “work” is defined, prioritized, and funding. In fact, we won’t call it “work” anymore as we shift our focus from what jobs we have to do to what outcomes and impacts we wish to deliver for our customers, our market, and our business.

COURSE OUTLINE

Part 1: From Project to Product

1. Project to Product overview
 - Changing how we lead
 - Changing how we work
 - Mean Time to Pivot (MTTP)
2. Product Development Lifecycle
 - Waterfall
 - Iterative delivery with waterfall requirements
 - Blended discovery and delivery
3. Common constraints to project to product
 - Lack of persistent, dedicated teams
 - Redefining the role of the PMO
 - Absence of Product Management capabilities
 - Separation of Business and IT
 - Project-based funding
4. Persistent teams and total product ownership

Part 2: Planning and Product Horizons

1. The Iron Triangle
 - From “fixed” time, budget, and scope
 - Certainty was always a myth
2. Product Roadmaps
 - Outcomes over output
 - Measuring value
 - When will it be done?

3. Estimating in range

- To fixed data and variable scope
- Setting leadership expectations

Part 3: Product-Based Funding

1. Product-Based Funding
 - “What?” and “Why?”
 - Incremental investing
 - Funding by people and teams
 - Funding cycles
 - Minimum Viable Funding (MVF)
2. Examples and case studies

Part 4: Measuring and Learning

1. Getting to revenue sooner
2. Responding to the market faster
3. Achieving outcomes
 - Product / Market impact
 - Top-line revenue growth
4. Effects of CAPEX & OPEX
5. Designing your product-based funding model
6. Getting started and roadmapping your change
7. The role of product management

[See website for complete outline...](#)

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