

THE ART OF PRODUCT MANAGEMENT

1 Days Classroom
2 Days Live Online

Individual: \$795

Group: \$695

GSA: \$685

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www.cprime.com/learning

COURSE OVERVIEW

This one-day product management training immerses students in the art of Product Management. Via hands-on activities and real-life stories, this course demonstrates how to connect the dots between vision, strategy, roadmap, and delivery. Instructors share success, failures, and practices they have used to enhance their strategic effectiveness while fueling agility from the product manager's seat at the table.

COURSE OUTLINE

Part 1: Morning

- Aligning product strategy to corporate strategy
- Importance of knowing the corporate strategy and not just thinking you do
- Top-down definition of product strategy that supports and clarifies company direction
- Market research and validation
- Define the target market and the opportunity
- Growth in your current market
- Growth by identifying and executing in other market segments
- The other "M" in "PM": Marketing
- A product that can't tell its story is unfound
- Product Marketing and Messaging
- Marketing deliverable stories
- Write a press release for your proposed release
 - before you start
- Business product strategy
- Delivering customer value not just features
- Alignment of training - what have they learned, how do they train
- Alignment with marketing - what should they update, how do they message
- Alignment with sales - enable them, what are they pitching
- How to tell the market your story
- What business metrics a product manager should be tracking and why no one else is
- How to work with influencers to gain reputable, 3rd party validation
- The power of customer testimonials and how that starts with involving them during discovery and delivery
- Pricing strategies and what to consider when balancing short-term and long-term revenue
- Monitoring the value of the product
- Churn
- CAC
- NPS

Part 2: Afternoon

- Creation of roadmaps authored for the audience
- Thematic business strategy roadmap
- Partner and distribution roadmap
- Product feature roadmap
- Know the counter effects of metrics
- Know your customer type and their limitations on providing feedback

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

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