

Course: Take Charge Product Management® for Product Managers

Purpose: Our expert instructors explain the field of product management, define and clarify the role of a product manager, provide tools and techniques that are proven to increase product manager performance, and help product managers effectively engage with their product team counterparts

Material: The material contained in our popular two-day course is drawn from the global bestseller *Take Charge Product Management*® and augmented with select content from the forthcoming *Guide to the Product Management and Marketing Body of Knowledge*®. Specifically designed for product management professionals, this course focuses on improving *your* effectiveness as a product manager

Format: To help assimilate the tools and techniques learned, this course contains a series of interactive sessions distributed throughout the training lessons.

What's Included? This class comes complete with a comprehensive workbook, graduation certificate, and our best-selling *Take Charge Product Management Toolkit*®. Toolkit inclusion ensures that the course material can be more easily implemented upon return to your organization.

Length: 2 days.

Course Material:

Setting the Stage

- "Product" defined
- The product management life cycle
- Stages and phases
- Product management is a system

Defining Product Management

- Product management defined
- Boundary role
- Company growth stage's impact

The Role of a Product Manager

- Transition shock
- CEO of the product?
- Role defined
- Responsibilities
- Division of labor

Challenges, Skills, and Tips

- Traps and challenges
- Skills to succeed
- Hub and spoke model
- Balancing competing priorities
- Influence map
- Video exercise

Key Activities to Help You Succeed

- Immerse yourself in your organization's objectives
- Understand the business plan
- Take the cultural temperature
- Return on investment (ROI) video exercise

Different Product Management Approaches – The Inputs

- Voice of the customer (VOC)
- Workflow analysis
- Outcome-driven innovation

Establish Firm Footing

- Take an inventory
- Internal and market-based elements
- Develop a preliminary plan
- Video instruction

Formulate a Winning Approach to the Market

- Engaging thought leaders
- Test and refine
- Define milestones
- Vest your organization

Moving from Vision to Execution

- Inputs are *not* requirements
- Product decision framework
- Achieving the *correct* balance
- Developing product roadmaps

Product Development

- Staying in sync with the product team
- Iterating with customers
- Making the most of your advisory council

Documenting Results

- Objective data are essential for your success
- Product scorecards
- Make the shift to proactive product management
- Product management calendar

Summary: Tips for Taking Charge

Pre-requisites: None

Tuition: Onsite (Corporate) and Virtual Classroom training (cost per student) \$1,500