

## **Course: Introduction to Product Management for Professionals from Other Disciplines**

**Purpose:** This class is designed to provide members of product teams – and professionals from other disciplines – greater context and a clearer understanding of the field of product management and its role within the overall product development process.

Whether you're seeking to improve cross-functional collaboration with product management, gain a better understanding of what you should expect from your product management peers, or simply exploring product management as a possible career path, this 1.5 day course is for you.

**Material:** The material contained in this 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*©.

**Format:** To help assimilate the tools and techniques learned, this course contains a series of interactive sessions distributed throughout the training lessons. These interactive video blackboard sessions encourage analytic and creative thinking, cross-functional collaboration, and further reinforce the concepts learned.

**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:** On-site (Corporate) or Virtual Classroom training 1.5 days. Self-guided learning 2½ hours of run-time.

### **Course Material:**

#### **Setting the Stage**

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

#### **Know Your Product Manager**

- Product management defined
- Boundary role
- Why it's not project management

#### **Collaboration - Challenges, Skills, and Tips to Succeed**

- The core team
- The product production process
- RACI matrix
- Video exercise

#### **Different Product Management Approaches and Defining Success**

- Voice of the customer (VOC)
- Workflow analysis
- Outcomes-driven innovation
- Success criteria
- Video instruction

#### **Moving from "Fuzzy" to Clear**

- The fuzzy front-end

- Inputs are *not* requirements
- Product decision matrix
- Developing product roadmaps

**Product Development**

- From user requirements to solution requirements
- Designing with customers
- From requirements to testing

**Readiness and Launch**

- Organizational and operational readiness
- Marketing and sales readiness
- Product launch

**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

**Skill Level:** Beginner to intermediate.

**Tuition:** On-site (Corporate) or Virtual Classroom training \$1,500 (cost per student).