

Product Management

14 PMI PDUs | 14 IIBA CDUs

Format: Live Instructor-Led Online through Zoom

Duration: Three 4.5 hour sessions

Technology and Attendance Requirements:

Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

How can you bring products to market that your customers love in a way that is more expedient and more efficient?



Product Management is the role of overseeing the product lifecycle and creating and advancing the product strategy – carefully balancing concerns between market conditions, business strategy, and tactical delivery.

Effectively managing a product requires you to embrace the needs of all three to add value to your organization, your stakeholders, and most importantly, your customers.

In our Product Management course you will build an understanding of the product lifecycle and how to manage the product through its phases. You will learn how to bring the customer voice, competitive analysis, market trends and other knowledge into the organization to drive better business decisions. You will gain new techniques for communicating your product vision and roadmap as well as a toolkit to deliver better products.

Intended for

- Product Managers who want to build their skills around the strategic direction of products and services that will meet their customers' needs
- Product Owners, Directors of Product, Business Owners and senior leaders who want to increase their understanding of leadership in the product space
- Anyone interested in developing product delivery and strategy skills to understand customers better and deliver winning products that align with your organisations purpose

Prerequisites

This is an advanced Agile course designed for senior leaders and people. To get the most out of this course, you will need to have completed formal agile fundamentals training such as our Agile Fundamentals or Business Agility Fundamentals courses and have at least 6 months' experience working in an agile team. It is highly recommended that you also complete our Agile Product Ownership course to understand product delivery at the team level.

Content

Product Characteristics

- Product Defined
- Types of Product
- Products and Outcomes
- Product Lifecycle
- Product Adoption Curve

Identifying Product Ideas

- Market Analysis
- Business Drivers
- Research
- Product opportunity Assessment

Product Strategy & Design

- Vision
- Design Approach
- Understanding Customers
- Metrics that Matter
- Ethical Products

Experimenting and Building

- Prototypes and Storyboards
- Hypotheses and Experiments
- Iterating on Feedback

Product Planning and Roadmaps

- Products and Stakeholders
- Idea Filtering
- Outcome-Oriented Roadmaps
- Slicing the Product

Product Organisation Ecosystem

- Product Organisation Mindset
- Product Teams