

# THE SCHOOL OF PRODUCT MANAGEMENT



## 501 ADVANCED PORTFOLIO MANAGEMENT

*Solutions to Fuel Growth in Your Most Lucrative Market Segments!*

### COURSE OVERVIEW

*Pre-requisite: 101 Basic Product Management*

Don't let your products become a commodity! Learn how to identify your most lucrative market segments and leverage the value of your portfolio to deliver unique solutions that make customers leaders in their industry. Remember, the strategic value of your portfolio is greater than the sum of your products!

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *Onsite: 2 Days*

### COURSE TAKEAWAYS



- » Fundamental skills for becoming a product executive.
- » Use market segment priorities to drive product priorities.
- » Eliminate product silos and competing priorities.
- » Deliver higher-value customer outcomes than your competitors.
- » Create a portfolio strategy that delivers predictable growth.
- » Certification included.



# 501 ADVANCED PORTFOLIO MANAGEMENT

## SESSION 1

4 Hours

*Introduction to Advanced Portfolio Management*

**LESSON 1:** Advanced Market Sizing & Opportunity Analysis

**LESSON 2:** Create a Portfolio Heat Map

**LESSON 3:** Create Executive Personas

**LESSON 4:** Analyze Quantitative Portfolio S.W.O.T.

## SESSION 2

4 Hours

**LESSON 5:** Analyze Qualitative Portfolio S.W.O.T.

**LESSON 6:** Competitive S.W.O.T. Analysis by Market Segment

**LESSON 7:** Facilitate Customer/Industry Advisory Board Meetings

**LESSON 8:** Create Strategic & Operational Business Requirements

## SESSION 3

4 Hours

**LESSON 9:** Create a Customer-Facing Portfolio Vision

**LESSON 10:** Quantify & Prioritize Market Segment Opportunities

**LESSON 11:** Create a Portfolio Strategy & Roadmap

## SESSION 4

4 Hours

**LESSON 12:** Structure a Portfolio Product Organization

**LESSON 13:** Getting Started

# WHY WE'RE DIFFERENT

## Learn From a Specialist, Not a General Practitioner!



### PERSONALIZED TRAINING

#### Learn What Good Looks Like for You!

Experience hands-on, training that's personalized to your products and your markets. You'll learn how to apply unique B2B/B2B2C best practices to your own personalized case study. You won't have to "figure it out" after the training because we'll do it together in the classroom.



### OUTCOMES VS. PROBLEMS

#### Never Miss the Target for Strategic Value!

When everything is centered around customer business outcomes, their biggest problems find you. It's a clever shortcut that makes it easier for you to build, market, sell and deliver solutions with strategic value from the top down or bottom up



### B2B SPECIALIZATION

#### Same Principles, Different Practices!

Uncovering and meeting market needs is universal. Unlike our competitors though, we've fine-tuned those principles to meet the specific needs of B2B/B2B2C organizations. You'll learn how to understand the customer organization from the top down, not just users. The result: you'll build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the C-suite.