

THE SCHOOL OF PRODUCT MANAGEMENT



101 BASIC PRODUCT MANAGEMENT

Create Higher Value Products. Improve Consistency & Efficiency!

COURSE OVERVIEW

Skills to Grow Your Product Success and Your Career

This hands-on workshop will give you the basics to become a stronger product leader and work smarter, not harder. Get your team on the same page with a common baseline of skills, best practices, terminology, and artifacts. Create higher value products with less effort so you can grow your market share, retain customers, and grow wallet share. Ideal for aspiring product managers too!

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *On-Demand: 60-day Subscription*
- » *Onsite: 2 Days*

COURSE TAKEAWAYS



- » Fundamental skills for becoming a product leader.
- » Market skills that build credibility and trust across all disciplines.
- » Data-driven product decisions that stick.
- » Industry best practices applied to your own case study.
- » Techniques for improving day-to-day execution in the trenches.
- » Certification exam included.



101 BASIC PRODUCT MANAGEMENT

SESSION 1

4 Hours

Introduction to Outcome-Based Product Management

LESSON 1: Create a Basic Market Segmentation Structure

LESSON 2: Formalize Your Voice of Customer (VOC) Structure

LESSON 3: Facilitate Customer Discovery Meetings

LESSON 4: Create Outcome-Based Customer Personas

SESSION 2

4 Hours

LESSON 5: Create Top-Down Business Requirements

LESSON 6: Outcome-Based User Stories & Story Maps

LESSON 7: Create Outcome-Based Competitive Comparisons

SESSION 3

4 Hours

LESSON 8: Implement Outcome-Based Product Enhancements

LESSON 9: Quantify the Value of Products & Features

LESSON 10: Data-Driven Roadmaps, Backlogs & Priorities

SESSION 4

4 Hours

LESSON 11: Define Scope Using Customer Outcomes

LESSON 12: Use Productivity Data to Estimate Project Size

LESSON 13: Execution Best Practices

LESSON 14: Execute a Rollout & Launch

LESSON 15: Establish Role Clarity & Team Structure

LESSON 16: Get 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 to build, market, sell and deliver solutions with strategic customer 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 eliminate silos, build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the C-suite.