PRODUCT MANAGEMENT
U N I V E R S I T Y

101 BASIC PRODUCT MANAGEMENT
Create Higher Value Products. Improve Consistency & Efficiency!

COURSE OVERVIEW

Personalized Hands-On Training For Your Products

When you complete this course you'll know exactly what good product management looks like for your team because we'll do it together in the classroom. 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.

» *Live Virtual Classroom:* Four Half-Day Sessions
» *Onsite:* 2 Days
» *Self-Study:* At Your Own Pace

COURSE TAKEAWAYS

BASIC B2B PRODUCT MANAGEMENT
CERTIFIED

PRODUCT MANAGEMENT
U N I V E R S I T Y

» Fundamental skills for becoming a product leader.

» Market skills that build credibility and trust with stakeholders.

» 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.

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SESSION 1
4 Hours

Introduction to Outcome-Based Product Management

LESSON 1: Create a Basic Market Segmentation Structure

A clear and consistent definition of WHO simplifies every decision.

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

A holistic view of the customer drives all product decisions.

LESSON 3: Facilitate Customer Discovery Meetings

Using customer outcomes to uncover the "real problems."

LESSON 4: Create Outcome-Based Customer Personas

Make customers quantifiably better at whatever they do.

SESSION 2
4 Hours

LESSON 5: Create Top-Down Business Requirements

The key to consistently delivering strategic value.

LESSON 6: Outcome-Based User Stories & Story Maps

Solving problems that impact the right outcomes.

LESSON 7: Create Outcome-Based Competitive Comparisons

Compare the value of outcomes instead of features.

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SESSION 3
4 Hours

LESSON 8: Implement Outcome-Based Product Enhancements

Quantify every enhancement and simplify prioritization.

LESSON 9: Quantify the Value of Products & Features

Value to the customer and value to your organization.

LESSON 10: Data-Driven Roadmaps, Backlogs & Priorities

Clear product vision, market data, stakeholders on-board.

SESSION 4
4 Hours

LESSON 11: Define Scope Using Customer Outcomes

Start with outcomes and end with features.

LESSON 12: Use Productivity Data to Estimate Project Size

The simplest most accurate technique you'll ever learn.

LESSON 13: Execution Best Practices

Proven techniques that lower everyone's stress.

LESSON 14: Execute a Rollout & Launch

Don't shortcut the steps that guarantee market success.

LESSON 15: Establish Role Clarity & Team Structure

Structuring the WHAT & WHY to complement the HOW.

LESSON 16: Get Started

The fastest way to get a few quick wins.

Online Certification Exam

❯ [Enroll in the Self-Study Course](#)

❯ [Request Personalized Training for Your Team](#)
   Live Online or Onsite

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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

It's The Definition of "Customer" That Changes Everything!

Unlike our competitors, we've fine-tuned traditional value principles to meet the specific needs of B2B/B2B2C organizations where you have to go far beyond the users. You'll learn how to understand the customer organization from the top down so you can build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the department heads and the C-suite.

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