



## 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*
- » *On-Demand: 30-day Subscription*

### COURSE TAKEAWAYS



- » 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.





# 101 BASIC PRODUCT MANAGEMENT

## 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.*

## 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**

# 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.