

# THE SCHOOL OF PRODUCT MANAGEMENT



## 501 ADVANCED PORTFOLIO MANAGEMENT

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

### COURSE OVERVIEW

#### Personalized Training To Grow The Value of Your Portfolio

Don't let your products become a commodity in a crowded market! Learn how to identify your most lucrative market segments and leverage the value of your portfolio to deliver unique solutions that make your customers leaders in their markets. That's what makes you a leader in your markets. 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 Product Portfolio Management*

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

*Create a data-driven picture of your market opportunities.*

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

*Uncover areas for growth and opportunities for differentiation.*

**LESSON 3:** Create Outcome-Based Executive Personas

*Connect executive buyers to product users to get a complete picture.*

## SESSION 2

4 Hours

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

*Understand what customers in each market are buying and why.*

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

*Understand how your strengths and weaknesses align to the market.*

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

*Don't sweat the features. Defeat the competition's strategy.*

**LESSON 7:** Strategic Customer Discovery From the Top Down

*Form and facilitate Executive/Industry Advisory Board Meetings*



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## SESSION 3

4 Hours

**LESSON 8:** Create Strategic & Operational Business Requirements  
*Align portfolio priorities with strategic top-down customer priorities.*

**LESSON 9:** Create a Customer-Facing Portfolio Vision  
*Your portfolio North Star is what keeps everyone focused on value.*

## SESSION 4

4 Hours

**LESSON 10:** Quantify & Prioritize Market Segment Opportunities  
*Your best opportunities for short-term revenue, longer-term growth.*

**LESSON 11:** Create a Portfolio Strategy and Roadmap  
*The prioritized portfolio strategy you'll execute at the product level.*

**LESSON 12:** Structure a Portfolio Product Organization  
*Structure the product organization to grow the value of your portfolio.*

**LESSON 13:** Getting Started  
*The shortest path to your first few wins.*



[Request Personalized Training for Your Team](#)

*Live Virtual or Onsite*

# 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

#### 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.



PRODUCT  
MANAGEMENT  
UNIVERSITY