Product Management

Duration

In-person: 2 days
LiveOnline: 3 sessions of 4.5 hours each

Intended for

- Product Managers who want to build their skills around the strategic direction of products and services that will meet their customers' needs
- Product Owners, Directors of Product, Business Owners and senior leaders who want to increase their understanding of leadership in the product space
- Anyone interested in developing product delivery and strategy skills to understand customers better and deliver winning products that align with your organisations purpose

Prerequisites

This is an advanced Agile course designed for senior leaders and people. To get the most out of this course, you will need to have completed formal agile fundamentals training such as our Agile Fundamentals or Business Agility Fundamentals courses and have at least 6 months' experience working in an agile team. It is highly recommended that you also complete our Agile Product Ownership course to understand product delivery at the team level.

How can you bring products to market that your customers love in a way that is more expedient and more efficient?

Product Management is the role of overseeing the product lifecycle and creating and advancing the product strategy – carefully balancing concerns between market conditions, business strategy, and tactical delivery. Effectively managing a product requires you to embrace the needs of all three to add value to your organisation, your stakeholders, and most importantly, your customers.

In our Product Management course you will build an understanding of the product lifecycle and how to manage the product through its phases. You will learn how to bring the customer voice, competitive analysis, market trends and other knowledge into the organisation to drive better business decisions. You will gain new techniques for communicating your product vision and roadmap as well as a toolkit to deliver better products.

Content

Product Characteristics
- Product Defined
- Types of Product
- Products and Outcomes
- Product Lifecycle
- Product Adoption Curve

Identifying Product Ideas
- Market Analysis
- Business Drivers
- Research
- Product opportunity Assessment

Product Strategy & Design
- Vision
- Design Approach
- Understanding Customers
- Metrics that Matter
- Ethical Products

Experimenting and Building
- Prototypes and Storyboards
- Hypotheses and Experiments
- Iterating on Feedback

Product Planning and Roadmaps
- Products and Stakeholders
- Idea Filtering
- Outcome-Oriented Roadmaps
- Slicing the Product

Product Organisation Ecosystem
- Product Organisation Mindset
- Product Teams

SoftEd

Agile Team Facilitation

Learning Outcomes

During this course you will learn about:

- Analysing a product across the adoption curve and the product lifecycle
- Describing how a product can be positioned to meet market, customer, and organisational needs
- Preparing a validating a product strategy
- Building an outcome-oriented product roadmap
- Building a low-fidelity prototype and how to collect and respond to feedback
- How to write a hypothesis and how to run and measure experiments
- How team composition changes as the product changes, scales, and moves through the product lifecycle

PUDs

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (7 Ways of Working, 0 Power Skills and 7 Business Accumen).

Delivery:

This program is offered as a classroom-based course as well as a LiveOnline program. Our LiveOnline delivery is over three days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.

Certification

This is an ICAgile accredited course: ICAgile Certified Professional - Product Management (ICP-PDM) is granted on the successful completion of this course. This certification is part of the ICAgile Product Management Track along with our Agile Product Ownership course.

SoftEd