

Product Management

Duration

2 days.

Intended for

Product Managers, or other roles that are responsible for strategic product management such as Product Owners, Senior Product Owners, Directors/VPs of Product or Business Owners.

This course is designed to align for offering the ICAgile Product Management certification (ICP-PDM).

Prerequisites

This is an advanced agile course designed for agile leaders. To get the most out of this course, knowledge of business agility, agile delivery, and agile leadership techniques is highly recommended.

How can you bring products to market that your customers love in a way that is more expedient and more efficient? This is the role of the product manager. In this course, you will learn how to oversee the product lifecycle and create and advance the product strategy – carefully balancing concerns between market conditions, business strategy, and tactical delivery. In doing so you'll learn how to embrace the needs of all three to add value to your organisation, your stakeholders, and most importantly, your customer.

Through this 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.

Learning objectives

By the end of this course you will be able to:

- Analyse a product across the adoption curve and the product lifecycle
- Describe how a product can be positioned to meet market, customer, and organisational needs
- Prepare a product strategy and describe how to validate the strategy
- Prepare an example outcome-oriented product roadmap
- Build a low-fidelity prototype determine how to collect and respond to and get feedback on it
- Evaluate how team composition changes as the product changes, scales, and moves through the product lifecycle

Content

- Product definition from strategic to tactical
- Product lifecycle management – from ideation to delivery
- Traditional adoption and big bang disruption
- Prototyping techniques with customer involvement
- Market dynamics
- Business drivers
- Product metrics
- Customer centricity
- Product positioning for the market, customers, and organisation leaders
- Outcome focused roadmaps
- Design, ideation, testing and iteration
- Team structures and needs

Method used:

Lecturing is kept to the minimum necessary, most of the learning is achieved by applying the practices and techniques in group exercises.