

# Product Management

## Duration

**In-person:** 2 days

**LiveOnline:** 3 sessions of 4.5 hours

## Intended for

Product Managers, this may include roles such as Product Owners, Senior Product Owners, Director/VP of Product or Business Owner. Often, this role manages other product owners and helps them prioritise their backlogs towards a strategic vision of a whole product that responds to the needs of the customer.

## Prerequisites

This is an advanced agile course. To get the most out of this course you will need to have completed formal agile training and have some experience in agile delivery. It is recommended that you complete one of the following courses: Agile Fundamentals, Business Agility Foundations, Agile Product Ownership, Enterprise Product Ownership.



How can we bring products to market that 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 outcomes

- 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
- Explain the value of an Outcome-oriented roadmap
- Build a low-fidelity prototype 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
- Traditional adoption and big bang disruption
- Prototyping techniques
- 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
- Feedback loop techniques
- 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.

## Certification

ICAgile accredited course: The ICP-PDM certification from ICAgile is granted on the successful completion of this course. This certification is part of the ICAgile Operating With Agility Track along with our Business Agility Accelerator, Agile Marketing and Agile Talent courses.