



Workshop Overview

The buck stops at the product managers, and he/she is fully accountable for the day-to-day management of the products. Those who work in product management must be razor sharp to effectively manage, market and drive products and portfolios to continued and sustainable growth.



Benefits

Over the course of five day's you will be shown methodologies covering; analysis, positioning strategies, go-to-market, strategic pricing and financial metrics. You will develop the confidence in product management implementation and effectively respond faster and more effectively to business opportunities and threats.

Outcomes & Content

- ✓ Formulate a structured analysis
- ✓ Accurately develop a positioning strategy
- ✓ Devise a comprehensive go-to-market plan
- ✓ Build a robust product portfolio
- ✓ Price for product managers
- ✓ Influencing and stakeholder mapping
- ✓ Understand and the financials and profitability
- ✓ Value: what is it?



Who should attend ?

Anyone involved in product conception, development or management, and / or responsible for managing and marketing those products. Delegates typically include: Product managers, Marketing managers, Product development managers, Technical product managers and developers, Business unit heads.

