FUNDAMENTALS OF PRODUCT MANAGEMENT TM58

Product strategy, prioritisation and execution

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Workshop Overview

This workshop covers the principles of product management as applied in a range of industries. Attendees will be introduced to a systematic framework for product management – the role; key tasks and processes to use alongside guidelines for product managers to manage themselves and their development.

Who should attend ?

Current or recently appointed product managers, managers of product managers and other executives introducing product management as a discipline into their organisations who have little formal knowledge of product management.

Benefits

Delegates completing the course will understand the key elements and stages in building a product plan and be able to contribute to the product development process. They will learn to evaluate a product range and suggest alternatives for performance improvement. The will learn how to develop appropriate product strategies based on an analysis of the lifecycles of your products and become a more motivated product manager.

Outcomes & Content

✓ Learn to talk product management language
✓ Clarify your role and responsibilities
✓ Learn about branding concepts
✓ Common challenges facing product managers
✓ Key elements and stages in a product plan
✓ The product development process

✓ Analyse a portfolio of products
✓ Evaluate a product range
✓ Understand about product positioning
✓ Develop appropriate product strategies
✓ Product launch approaches