

Product Management Workshop 2 Days

This workshop is focused on the principles and practice of product management, from inception (idea screening) right the way through to a go-to-market plan. Each step of a comprehensive model will be introduced and immediately followed up by a practical exercise to consolidate the learning and start the process of skills development. The aim is to provide insights and techniques that will contribute to a more efficient (quick to market) and more effective (correct strategy) product management performance.

Who is the workshop for?

Experienced B2B and B2C product managers will benefit.
It is *not* suitable for anyone with no knowledge of the principles of marketing.

Objectives

By the end of this workshop, delegates will:

1. understand a product management model based around the “whole product” concept
2. have practised a variety of techniques relevant to product management through a series of workshop exercises;
3. have a 100 day plan to apply these tools and techniques to their own product(s).

Outline:

<p>Day 1:</p> <ul style="list-style-type: none"> • Introduction & Overview • Managing the Opportunity • Managing the Product 	<p>Day 2:</p> <ul style="list-style-type: none"> • Managing Externally – the Competition • Managing Internally – communication and the numbers • Managing the Integration - Go-to-Market • Personal Development Plan
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Topics covered will include the following:

Ideas screening, Value Propositions, Segmentation, Elevator Marketing, the Whole Product model, differential advantage, lifecycle management in a digital age, perceptual mapping, competitive analysis, internal marketing objectives, product management metrics, and go-to-market principles.

Maximum number of delegates: **12** (minimum 8 except by special arrangement).

Special Note

Whilst this workshop can be delivered off the shelf it may be enhanced by the inclusion of your own products as the examples in the various workshop exercises.