



FUNDAMENTALS OF PRODUCT MANAGEMENT

Workshop Outline - Live Video Delivery

The live video option for Fundamentals of Product Management includes all of the content covered in the instructor-led version. In fact, since each module will be delivered at different times (typically 3 – 7 day intervals), participants are asked to work on exercises and/or reading between the modules.

To participate in the live video version of this workshop, you'll need a IP based video conference system and a video conference room set up with easels or white boards so that the camera can focus on work carried out by individuals. It is suggested that a test be made prior to finalizing workshop arrangements to make sure all the technology works as required.

The workshop is divided into four “modules,” each lasting approximately 2.5 – 3 hours. Modules are broken down into “sections” to help delineate the work areas on which the workshop will focus.

Prior to the start of the workshop, participants should read the following sections from “[The Product Manager’s Desk Reference](#),” including:

- Introduction: The Accidental Profession
- Introduction to Module 1: Foundational Elements for Product Management
- Chapter 1: What is Product Management?
- Chapter 2: The Product Master Plan
- Chapter 3: Leadership: Creating Influence
- Chapter 4: Cross-Functional Product Teams: Getting Things Done

Module 1

- Section 1 – Introductions (15 min)
- Section 2 – Context (60 min)
- Section 3 – Product Planning – Strategy and Segmentation (90 min)
 - Session exercise: Identify a strategic opportunity
 - Session exercise: Tell a customer story
- Section 4 – Product Planning –
 - The planning process
 - Uncovering opportunities
 - The importance of the value proposition
 - Positioning the opportunity
- Homework – Write an Opportunity Statement and Positioning Statement for the opportunity uncovered in the previous exercise or for a new opportunity (new product or enhancement). A template is provided.
- Homework Reading in The Product Manager’s Desk Reference
 - a) Chapter 5: Decision Making: What’s Next?
 - b) Chapter 7: The Playing Field and the Players – Analyzing the Industry and Competition
 - c) Chapter 8: Finding Markets to Conquer by Understanding Customer Needs and Market Segments
 - d) Chapter 15: The Business Case

Module 2

- Participants present the Opportunity Statement and Positioning Statement from the prior module's homework plus answering questions on the homework (45-60 min)
 - Applying evaluative criteria in decision making
- Section 1 – Product Planning (80 min)
 - Using the phase gate process
 - The Business Case (template provided)
 - Forecasting
 - Financial planning and future state metrics
 - Requirements management and product definition
 - Session exercise: Write a Requirement
- Section 4 – Industry and Competitive Analysis (20-30 min)
 - Clarifying industry influences using PRESTO
 - Comparing competitor products
 - Finding differential advantage
- Homework – Write a market profile and prepare to present for Module 3. A protocol and guideline will be provided.
- Homework Reading in The Product Manager's Desk Reference
 - a) Chapter 17: Introducing the Product and Orchestrating the Launch
 - b) Chapter 18: Auditing Results After the Launch

Module 3

- Review of market profile homework (45 min)
 - Teams present their market profiles
- Section 1 – New Product Introduction – Oversight of Development (70 min)
 - Project management and prioritizing work during Development
 - Session exercise: Feature prioritization
 - Session exercise: Roles and responsibilities during development
- Section 2 – New Product Introduction – Launch (50 min)
 - Session exercise: Prior launch performance
 - Session exercise: Launch plan documentation
- Homework : Prepare a structured post-launch audit
- Homework Reading in The Product Manager's Desk Reference
 - a) Chapter 19: Post-Launch Product Management: Running the Business
 - b) Chapter 21: Enough's Enough: Discontinuing the Product

Module 4

- Review of the post-launch audit exercise (40 min)
- Section 1 - Post-Launch Product Management (40 min)
 - Session exercise: Life cycle phase analysis review
- Section 2 – Analyzing product financial performance and relating performance to marketing mix elements (35 min)
- Section 3 – Optimizing the Marketing Mix (50 min)
 - Product strategies
 - Pricing
 - Advertising and promotion
 - Channel management
- Section 4 – Product Discontinuation (10 min)
- Wrap up, questions, and adjourn.