

Product Management Training, Practice, and Certification



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1. The Importance of Product Management

Product Management is the core competency for all companies who build products. We can't emphasize more that you are not positioning your company for growth and longevity, unless you implement disciplined Product Management at your company. Most companies do not know how to do Product Management. Typically, two very different disciplines are confused and combined: project management and Product Management. Product Managers are also often asked to schedule and track progress on the work of the product development team. Frequently, Product Managers don't know how to balance two very different conversations: external with your customer and with your Internal company teams. The product process at most companies is at best ad-hoc and unsystematic. In the worst case, it is arbitrary and disorganized leading to misalignment with your customers, markets, and shareholders.

This Product Management program, related practice, and Certification will help your company to improve product processes and to build the best products providing real value to your customers helping you to gain a leadership status in your markets.

2. What does a Product Manager do and not do

The Product Manager (PM) dives deep into what "jobs" the customer needs to do (customer workflow focus) and the importance to the customers' company. The result is knowing your customer's business very well and how your products fit into your customer's business. This allows you to create a compelling value proposition, grounded on economics, that your products can bring to your customer. The PM builds a framework for Improving your products continuously. The PM is a bridge to the Executive team, helping to define product priorities, commitments, and to track release plans. The PM helps to drive revenue forecasts with the Sales team. PMs also create the company stories to be used to market your company's products. A key role for the PM is to collaborate closely with the R&D teams about *what* the customer needs and to coordinate and prioritize the development of value-producing features in your product.

The Product Manager does not perform an endless analysis of competitive features. To make your products compelling to the market, the PM helps to build your unique product identity. The PM does not make feature presentations to customers without saying directly how these features are going to improve your *customer's* business. The PM does not select the "correct" technologies. Nor does the PM manage the R&D team or project manage product development. The PM says *what* needs to be done and *why*. Especially if the PM has a technical background, the PM must resist the temptation to get involved with *how* to develop the product; this is the responsibility of the R&D team.



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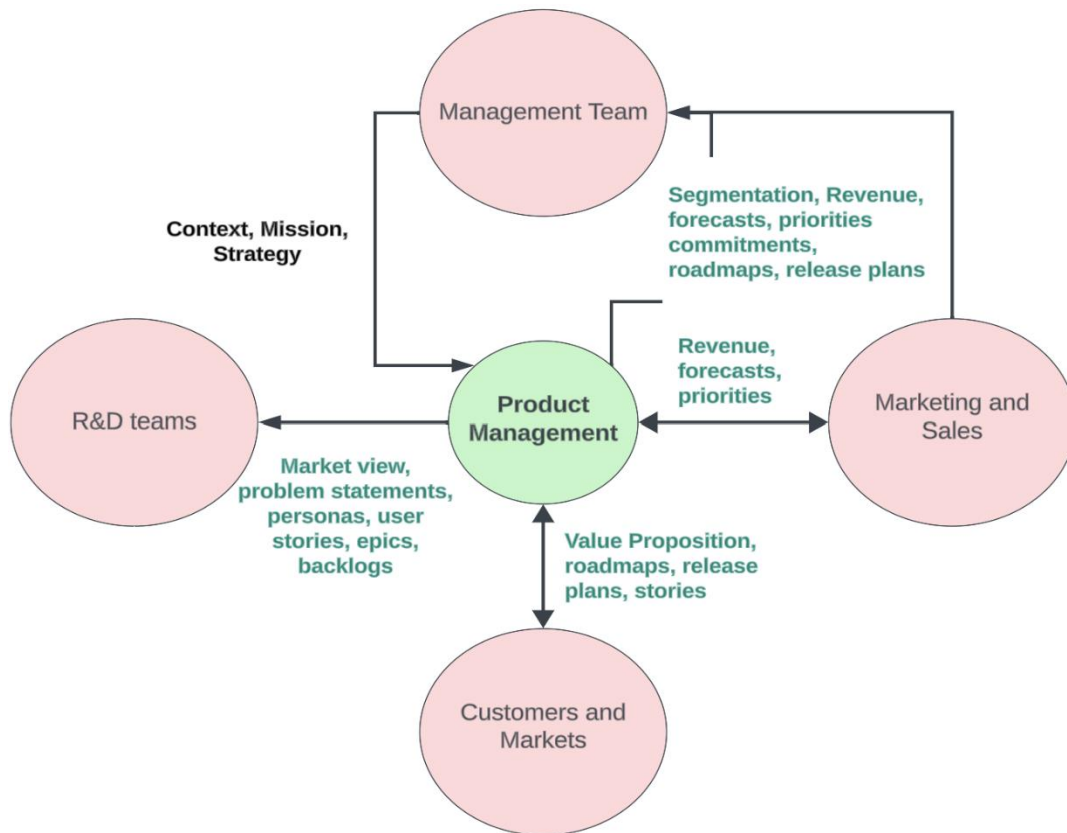


Figure 1- Product Management Activities

3. The learning experience

The Courses offered are workshops with intensive involvement of the participants in real-world exercises taken from the participants' company context.

A key takeaway is that economics establishes the rules of the game and the boundaries of the playing field; these things can't be ignored. So, a quantitative framework is presented in the courses with many real-world cases reviewed during the course.

We expect that the participants will be involved actively, not just as passive listeners.

There are many exercises scheduled to be completed by the participants during the course that will help to improve learning with actual use cases.

4. Outline of the Product Management Program

There are three courses offered as part of this program. The courses are separate but have overlapping areas of focus.



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Each course is offered in two levels of detail: Basic and Advanced. The basic courses are 2 days each. The Advanced courses are 4 days each.

Maximum number of participants enrolled is 15 to keep the sessions highly interactive.

The Product Management Practice course is an overview of Product Management, covering all key topics.

The Product Management ToolBox[™], includes in-depth coverage of tools to be used to build out and manage the product processes at your company.

Product Development Flow is an exploration qualitative and quantitative measures of product development success.

Our key philosophy is that everything is a (well-run) experiment dedicated to learning something specific.

All courses must be completed successfully in order to qualify for the Product Management Certification Program.

4.1 Product Management Practice

- What is a Product Company?
- Strategic considerations: how to make well-informed decisions that lead to sustainable growth, improved performance, and competitive advantage
- Continuous learning and innovation drives everything related to product

- Importance of maximizing economic value
- Pragmatic implementation of agile processes at your company
- agile development activities, estimation, sprint planning, retrospective, conduct of standup meeting
- Organizational design and culture for improved product processes
- Key roles in the company and how they interact and collaborate
- Role of the Product Manager – what is *not* the role of the Product Manager
- Product Management discipline
- Key artifacts to be created during the development process
- Summary of tools used for proper Product Management
- Bringing together a living product plan. Kinds of roadmaps: product strategy and portfolio, product features, and technology
- The importance of Value proposition, especially Quantitative forms of this
- Key Metrics of Success

4.2 Product Management ToolBox[™]

Exploration of a toolbox to be used to create repeatable product processes at your company.

- Overview of the Product Management ToolBox[™]
- Maximizing economic value
- Cost of delay calculations for product priority assessment
- Quantified Value Proposition creation as a critical business process; unique



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value proposition for each customer;
how it fits into customer engagement

- R&D success metrics – what should and should not be tracked in order to enhance commitment and incentivize performance
- Many exercises to get familiar with using the ToolBox™ effectively

4.3 Product Development flow

An in-depth dive on how to create “Flow” in your product development. “Flow” means experiencing the impact of efficient recurring processes.

We believe that all good practices are ‘tools’ that are useful to achieve certain objectives in certain contexts

- Importance of maximizing economic value from everything you do during product creation and deployment
- Key economic metrics and success factors
- Further applications of the Product Management ToolBox™
- Project tracking processes
- People allocation to projects and assignment to tasks
- Creating an environment for a hyper-productive team
- Conflict Management
- Communication pathways define and limit product structure
- Critical success metrics to manage Product Development

4.4 Pitching session

The Advanced-level courses will include a TSP-mediated session of “pitching” to Judges. TSP will select Judges from a

group of experienced managers in the locale of the course. The Judges will sit for 3 minutes with each attendee of the Advanced course. The Attendee will give a 3-minute pitch about the selected product as though the Judge were a customer.

The objective of the pitching exercise is to prepare the attendee to present their Product Value Proposition briefly and succinctly. The attendee will request a second meeting to discuss the details of the product. The Judge will assess the whether the attendee has been successful at convincing the Judge to take a second meeting to get more details about the Product presented.

All attendees from a training class will be scored and a winner on points will be decided for the pitching session.

5. Participant profile

This program is aimed at Executives from various industries in key operational roles at your company. Executives who are responsible for making, selling, and marketing your product. Especially important is attendance of people who have direct responsibility in your company for Product Management.

Our goal is to help these professionals create and position your products, services, and systems, so that you can compete and bring innovation to your markets.

The program also targets current managers charged with designing



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strategic product direction who want to upskill and maintain a competitive edge in the rapidly transforming business context.

This program is aimed at: Directors and Senior Managers responsible for product management, product engineering, innovation, or marketing. It is also aimed at Sales executives in order to develop and use compelling quantitative value propositions to better be able to close business with your customers.

Participants include current Product Leaders and aspiring C-suite executives who want to keep up to date on trends in product management and innovation.

Senior Executives looking to align product strategy with business strategy and understand the implications of technology for the product portfolio.

Owners or CEOs of tech startups who need a clear roadmap to launch and manage their projects effectively.

Professionals with strong leadership skills who want to have a powerful impact on the success of their organization's creation processes.

6. Certification

Certification is offered by a Sponsoring organization in the locale of the training event in conjunction with Transformation Strategy Partners.

6.1 Individual Certification

Full attendance at all courses is required for the Certificate in Product Management. All three courses are required to be completed within 6 months.

6.2 Company Certification

We also offer a certification process for your *company* in case you choose to engage us for the on-site Product Management Practice sessions.

6.3 Methodology and assessment

All participants will be graded on their performance in the courses in the program. The grading will take into account an assessment of the level of active participation in the courses and completion of the exercises and project work as part of the certification process.

7. Product Management practice Coaching at your company

We offer an additional service for on-site sessions at your company with detailed involvement in product conversations and processes. We will take the topics learned at the training sessions and apply them to your specific company context.

We work with your team on the ground to develop and implement effective Product Management processes at your company. Tailored to your company needs and target market.

A Certification of the *company* may also be available.



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The scope and duration of these sessions is to be determined by mutual agreement.

Duration TDB – minimum 2 days

8. Instructor



Managing Partner at Transformation Strategy Partners.

25+ years of accomplishments based on balancing business strategy

expertise and technical depth. Advisor to CEOs and Board Members at established companies and mentor to numerous start-ups, worldwide. Company founder.

9. Benefits of the Product Management Program

The following are the benefits realized by taking the courses and completing the Certificate programs.

1. Develop and understand your product strategy to align your product with an organizational strategy and address your Market effectively
2. Guide decisions about product features and priorities, and assess product performance to inform future decisions

3. Learn how to design and develop effective digital platforms in order to build loyal consumer bases and differentiated products
4. Learn about the main methods and tools used in the design of product families and prioritize solutions for complex problems
5. Use platforms to identify new market opportunities, combined with decision making and project management capabilities
6. Discover how to facilitate and lead interdisciplinary problem-solving teams
7. Understand fundamental principles of product creation, such as manufacturing decisions, composition, and Life Cycle Assessment process
8. Leadership and Innovation: Develop leadership skills
9. Professional Certificate Programs: Individual and Company-level Certification

About Transformation Strategy Partners (TSP)

When you are facing critical decisions, undergoing transformation, or aiming to capitalize on new opportunities, Transformation Strategy Partners (TSP) works closely with you to help make well-informed decisions that lead to sustainable growth, improved performance, and competitive advantage, making sure that our



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recommendations can be implemented
to align with your vision.

Your strategy needs a strategy.



Transformation Strategy
Partners (TSP) provides
expert strategic advisory
services and training for

CEOs, Board Members, and key
stakeholders at enterprises, educational
institutions, government agencies, NGOs,
and investors.

