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Online or Face-to-Face
Leading Product Management

How to run a product management department, function, or team

★ Trustpilot

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Sounds familiar?

"Now I've stepped up to leading product management in our business, I'm finding it's a whole new job. No one teaches you about what you need to know."

"For my business, my team, and myself – I'd like to create a world class product function. It would be good to understand best practice and be clear on what I need to put in place."

Introduction

Product management is at the core of any business that sells products. Done well, it delivers strategic insights, optimized resources, and bottom-line results. Doing product management is a very different skill set from running product management. This course gives training and support to those who run (or aspire to run) a product management department, function, or team.

As an *aspiring product leader*, you will learn what it means to lead other product managers and teams. If you're a *first-time product leader*, you will learn how to organize and run a product function effectively. And as a *seasoned product management leader*, you will learn how to build a high-performing team and organization.

The course has four modules:

- Organization
- Strategy
- Delivery
- People

It is based on our Product Management Leadership Framework. This includes the Product Operating Model and Playbook of tools and strategies needed to lead a product management function.

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Leading Product Management
course modules in detail

Introduction – The purpose of product management

The course starts with an exploration of why companies choose a product model, the value it brings to a business, and the key elements of product management.

Module 1 - Organization

1

The module examines what is included in the Product Operating Model and Playbook. It covers the Product Activity Framework to review 'who does what,' KPIs, and OKRs as well as dashboards and decision making. It then goes on to look at the various organizational structures used in product companies as well as internal product management and team sizing.

Presentations, discussions, and exercises are used to explore options on how product management should be organized and operated to deliver world class product management in the context of each participant.

The objective of this module is to enable delegates to develop a clear picture of how their way of working can be improved in their team and organization.

Strategic Product Activities
- working out what the right product is for the business

Insight	Analysis	Direction
Market research	Segmentation	Product & portfolio strategy
Customer research	Propositions	Vision & evangelizing
Competitive research	Positioning	Roadmaps
Product performance	Business cases	Pricing

Inbound Activities
- helping the business to deliver the product

- Product discovery
- Requirements
- Design & build
- Operational readiness & trials

Outbound Activities
- helping the business to sell the product

- Launch
- Product promotion
- Sales & marketing content
- Sales support

Module 2 - Strategy

2

The module examines aligning vision to goals and targets, strategic direction and activity sequencing, as well as the strategy cascade. It also looks at portfolio management, product governance, and effective product investment.

We use presentations, discussions, and exercises to clarify how to achieve alignment at all levels, from the company's vision to product initiatives, and to apply these concepts to the workshop case study and each participant's individual context.

The objective of this module is to equip delegates with the skills and tools to develop and manage product and portfolio strategy, ensuring alignment with company strategy, vision, and roadmaps.

Module 3 - Delivery

3

The module looks at waterfall, agile, and hybrid delivery models. It explores frameworks, implementation, controls, and alignment. Topics include prioritization principles, release gearing, and roadmaps.

Exercises and discussions include an exploration of delivery challenges, case-study-based prioritization criteria as well as frameworks, implementation, control, and alignment takeaways.

The objective of this module is to enable delegates to assess different delivery challenges and frameworks and to understand how these apply in their context.

Module 4 - People

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The module examines recruiting and providing career paths for team members as well as motivating, mentoring, and measuring performance. It explores team dynamics and dysfunctions and how to provide leadership to the team. Finally, it covers how to improve stakeholder management across the business and behavior styles.

Exercises and discussions include exploring product management competency models, how to create the right team, and creating an action plan from the course.

The objective of this module is to improve the delegate's ability to manage, motivate, and develop their teams, including improved leadership of the team and managing key stakeholders across the business.

Leading Product Management
frequently asked questions

Who should attend?

The course will benefit leaders (or aspiring leaders) who want a thorough grounding in running a product management department, function, or team.

What is the approach and style of the course?

The course delivery is workshop style with a mix of teaching, discussion, and practical exercises. Participants work together on a case study and complete a workbook of ideas and approaches to apply in their company.

Participants leave with the collective output of everyone on the course - ideas to take back, prioritize, and apply in their business.

What is the course format?

The training is carefully designed to maximize learning. One version is optimized for live online delivery, and the other for face-to-face training.
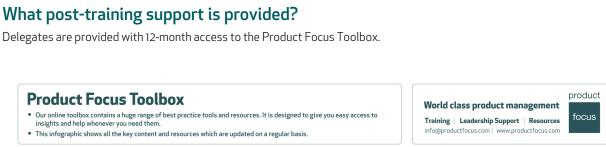
It is delivered in small class sizes to maximize instructor-delegate interaction. Regular class discussions and team exercises keep everyone engaged and energized.

Who will deliver the course?

Courses are delivered by highly experienced senior product management leaders who work in the industry and who give insights into the reality of product management and product marketing in leading businesses today.

What post-training support is provided?

Delegates are provided with 12-month access to the Product Focus Toolbox.

Product Focus Toolbox
- Our online toolbox contains a huge range of best practice tools and resources. It is designed to give you easy access to insights and help whenever you need them.
- This infographic shows all the key content and resources which are updated on a regular basis.

World class product management
Training | Leadership Support | Resources
info@productfocus.com | www.productfocus.com
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Product Management Journals
Our Product Management Journals focus on key topics for product people and are packed with best practice, insights, and tools.

In-life · Product Marketing · Take Control · Strategy · Training · Requirements · Roadmaps

Market Analysis · Agile · Leading · Pricing · Business Cases · Launching · Proposition

Alumni / Paid Access

Webinar Videos 60+ videos
60+ recordings of our popular webinars on product management and product marketing.

- The what and why of continuous discovery
- User-centred design for product managers
- Product Manager vs Product Owner - what's the difference?
- Software Economics and Slippery Slopes for Product Companies

Tools, Templates, and Checklists 40+ tools
40+ soft copy tools, templates, and checklists that can be adapted to your needs.

How-to Guides 20+ guides
Over 20 tools guides with examples and detailed explanations.

Book Reviews 40+ reviews
40+ reviews of must-read books for product managers and product marketers.

Product Management Infographics
Our 15+ Infographics give eye-catching visual representations of key product management frameworks, topics, and tools.

15+ infographics

White Papers and Industry Report
Our White Papers and Industry Report provide in-depth insights into key product management trends and issues to support you in your day-today-role.

Ways to access the Product Focus Toolbox

Free Access
- ✓ Journals
- ✓ Infographics (15+)
- ✓ Reports & White Papers
- ✓ Blog Posts (120+)

Alumni / Paid Access
- ✓ Webinar Videos (60+)
- ✓ Templates & Checklists (40+)
- ✓ How-to Guides (20+)
- ✓ Book Reviews (40+)

Blogs 120+ posts
120+ blog posts on insights, tools, best practice tips, and analysis from leading experts.

Leading Product Management

frequently asked questions cont'd

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What does the course include?

The course includes all course material, and delegates are able to download a PDF copy of the course slides.

Is there any preparation to do?

There's a brief survey to help us understand each delegate's product management context, a short case study to examine, and a product management maturity model to review.

If a delegate hasn't already attended our *Product Management* and *Product Marketing* for *technology-based products* course, we recommend they familiarise themselves with the Product Management Journals and infographics in the Product Focus Toolbox.

When do public courses run?

Our public courses are run online and in major cities across Europe. Please refer to our website for the latest dates. Private courses can be run online or on-site at any time.

Which course to choose?

Our *Leading Product Management* course is described in this brochure. It's one of two courses that we offer. The table below will help you decide which is the right one for you. If you're not sure, please email us at info@productfocus.com.

Course Title	Product Management and Product Marketing for technology-based products	Leading Product Management
Aimed at	Anyone new to managing products or who wants a thorough refresh across all areas.	Anyone running (or aspiring to run) a product management function, department, or team.
Outcome	Improved product success by equipping delegates with a winning mindset, skills, best practice, and tools to be more strategic and effective. Product Management Certification.	Improved ways of working so that teams deliver successful products that meet customer needs, achieve business goals, and maximize product portfolio value.
Typical job titles	Product Manager, Product Owner, Product Marketer, Proposition Manager...	Head of Product Management, Product Management Director, Senior Product Manager...
Content	Provide a comprehensive understanding of key aspects of product management – market insight, propositions, business cases, pricing, development, roadmaps, launching, and strategy.	Improve the way of working for product management – with best-practice in organizational setup, governance, strategy, portfolio, and delivery.
Style	Teaching, exercises, discussion.	Workshop, case study, exercises, discussion.
Format	3 full days (in-person) or 5 half days (live online) Public course (anyone can attend) or Private training for companies	
Flexibility	Private training can be configured to meet the client's needs, adjusting the time spent on different modules, and adding relevant exercises and content to focus on important areas.	

To find out more, please contact us on:

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