

# Product Management and Product Marketing for technology-based products

## Training Course Guide



World Class Live Training

**Contents**

<b>1. WELCOME .....</b>	<b>1</b>
<b>2. COURSE MODULES OVERVIEW .....</b>	<b>2</b>
<b>3. MAKING THE MOST OF YOUR TRAINING .....</b>	<b>3</b>
<b>4. TOOLBOX.....</b>	<b>4</b>
<b>5. CERTIFICATION .....</b>	<b>5</b>
<b>6. MODULES.....</b>	<b>6</b>
6.1 Module 1: The role and mindset of product management .....	6
6.2 Module 2: Customer and Market Analysis .....	7
6.3 Module 3: Developing Propositions .....	8
6.4 Module 4: Effective business cases .....	9
6.5 Module 5: Pricing.....	10
6.6 Module 6: Product development and requirements.....	11
6.7 Module 7: Launching, roadmapping, and in-life management .....	12
6.8 Module 8: Product vision and strategy .....	13
6.9 Module 9: Personal effectiveness.....	14

## 1. Welcome

Welcome to Product Management and Product Marketing for technology-based products.

The standard course consists of 9 modules.

If your company has organized this course as private training it may be slightly different from the standard format with additional content in certain areas, modules removed to save time and without certification. Your company contact will let you know.

To ensure you get the most value from the training we use:

- Suggestions for preparatory work that give insights into topics with which you may be unfamiliar and that will stimulate you into thinking of questions to ask during the course
- Live sessions including exercises, discussions and breaks throughout the training to keep you engaged and energized
- A post-training Certification exam and suggestions for further study to help embed what you've learned

If you have any questions or concerns, please get in touch at [info@productfocus.com](mailto:info@productfocus.com) or call us on +44 (0)207 099 5567.

## 2. Overview of course modules

### **Module 1: The role and mindset of product management**

This foundation provides an appreciation of the full scope, value, and responsibilities of the product roles – where they fit, as well as the mindset needed to be successful.

### **Module 2: Customer and market analysis**

Market analysis is fundamental to making the best decisions about products. This module provides guidance on where to focus and trains delegates on key tools and approaches.

### **Module 3: Developing propositions**

This module teaches you how to define propositions and communicate with customers in a way that will resonate with them and make it easier for them to buy.

### **Module 4: Effective business cases**

This module teaches you how to deal with the reality of uncertainty and other common challenges to build an effective business case.

### **Module 5: Pricing**

This module teaches approaches to price strategy, tactics, and psychology and how pricing sits alongside other elements of the marketing mix.

### **Module 6: Product development and requirements**

This module outlines different approaches to development and their implications for product managers. It teaches how to write requirements that work and outlines key considerations for a great user experience.

### **Module 7: Launching, roadmapping, and in-life management**

This module is about optimizing return for the business by teaching how to ensure an effective launch, prioritize the roadmap, and address common in-life challenges.

### **Module 8: Product vision and strategy**

A product strategy aligned with a clear vision and the needs of the business helps keep everyone in line for long-term success. What to consider? What is best practice?

### **Module 9: Personal effectiveness**

To raise awareness of typical issues and broader skills such as managing escalations, and behavior styles, and how these can improve their effectiveness on the job.

### 3. Making the most of your training

In this guide, we've proposed some ideas for work you can do in advance of the training as well as follow-up work to help you learn more broadly about the topics we've taught and embed what you've learned.

For each training module your learning takes place in three stages:

#### **Part A – Training preparation**

This preparation work takes you through key theory and concepts. It is also designed to stimulate your thinking and reflect on your current situation. By reading through this material and completing the tasks, you will get the maximum benefit from the live training.

#### **Part B – Product Focus training**

This is the live session where our senior instructors will train you on the topic covered, helping you to build a more thorough understanding through interactive activities and discussions.

#### **Part C – Post-training, further study**

This is where we provide follow-on resources and activities to consolidate and embed the knowledge and skills that you have learned during the course so far. It also involves applying what you have learned to your product and business.

## 4. Toolbox

Our online Toolbox contains all our best practice resources and content. It includes our Product Management Journals, infographics, webinar recordings, industry reports, and book reviews.

It also includes all the tools, templates, and checklists we cover on the course. You can download them to use in your work. In addition, we provide detailed Tools guides with an explanation of how to use each tool, examples, and further reading.

To do the preparation work and further study for each module, you will need access to the Toolbox. You will be sent a password linked to your email address before the course starts, and you can access the toolbox through our website.

You will continue to have access to the Toolbox after the course has finished, so you can get insights and help whenever you need them.

### 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. These are updated on a regular basis.

**World class product management**

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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.



### Product Management Infographics

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



### Tools, Templates and Checklists

25+ soft copy tools, templates and checklists that can be adapted to your needs.

- Ansoff Matrix
- BCG Matrix
- Crown Jewels
- GE Matrix
- Innovation games
- Jobs to be done
- Kanano analysis
- Launch Readiness Template
- Lean & Business Model Canvas
- Personas and Empathy Maps
- PEST & Megatrends
- Porter's Competitive Forces
- Positioning Charts
- Prioritization Table
- Product Book
- Strategy Flow Template
- SWOT Analysis

And many more...

### Book Reviews

Reviews of must-read books for product managers and product marketers.



### Industry Reports

- Product Management Industry Survey
- Top 10 Product Management Tools



### Videos

50+ recordings of our popular webinars on product management and product marketing.

50+ videos

### White Papers

- Starting up product management
- Product Management as a leadership role



### Tools Guides

Over 20 tools guides with examples and detailed explanations.

20+ guides

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## 5. Certification

Once you have finished the course, and if your course is eligible, you will be able to take our certification exam.

Candidates who pass become a **Product Focus Certified Product Manager**.

On passing the exam, you will receive a certificate, and you can use the unique Product Focus Certified Product Manager logo in your email signature, LinkedIn profile, and professional biography.



All the material in the exam is covered in our course and Product Management Journals. The exam is taken online after the course has finished. It's open book so you can use your course notes and the Journals as reference material.




After the course, you will be emailed a unique code to access the exam. It should take about 90 minutes to complete. You can take the exam at your convenience, but it must be completed within 3 weeks.

[More details here.](#)

## 6. Modules





### 6.1 Module 1: The role and mindset of product management

#### Part A – Training preparation

	Read the white paper <a href="#">Product Management as a leadership role</a> and consider what value Product Management and Product Marketing bring to your organization.
	Read <i>The big issues</i> article in our <a href="#">Take Control Journal</a> to get an idea of some of the challenges Product Managers face.
	Look at the <a href="#">Product Activities Framework</a> and consider what activities you own. Then do the Product Activities Framework survey – the link will be provided for you.

#### Part B – Product Focus training

#### Part C – Post-training, further study

	Review your completed Product Activity Framework and ask yourself, “what is my role now?” but also “what should it be?” Share your thoughts with your manager to get an agreement.
	If you are new to your role, watch the webinar on <a href="#">Starting a new job - checklist</a> and consider what you may have missed. Also, check out the infographic.
	Read the rest of the <a href="#">Take Control Journal</a> for some inspiration on how to put product management in the driving seat.
	Read <i>Inspired</i> by Marty Cagan or <i>Escaping the Build Trap</i> by Melissa Perri to hear what some other global thought leaders think about Product Management. <a href="#">See the book reviews here.</a>



## 6.2 Module 2: Customer and Market Analysis

### Part A – Training preparation



Read the **Market Analysis** article in the [Market Analysis Journal](#).



Read the [Using listening posts to keep up-to-date](#) blog post.



Watch the webinar [Competitor Analysis](#).

### Part B – Product Focus training

### Part C – Post-training, further study



Watch the webinar [Talking to customers for insights that matter](#) and consider how you arrange to speak to some customers or prospects.



Complete competitor profiles for your key competitors.



Read the rest of the [Market Analysis Journal](#) for some inspiration about how to understand your customers, market, and competitors.



Read **The Mom Test** by Rob Fitzpatrick to learn how to have better customer conversations that drive your market insights by focusing on stories. [See the book review here](#).

## 6.3 Module 3: Developing Propositions

### Part A – Training preparation



Read the *Valuing needs* article in the [Propositions Journal](#).



Watch the webinar [What makes a killer proposition](#).



Read the [Unique Value Propositions Explained](#) blog post.

### Part B – Product Focus training

### Part C – Post-training, further study



Reflect on your current proposition. Take your Elevator Pitch and refine it based on what you now know. Then present it to a colleague, or your boss, and ask them to critique it.



Review the Messaging Canvas for your Product that you started during the course. Ask yourself, “what is missing?” and try to complete it for other personas.






Read the rest of the [Propositions Journal](#) for some inspiration on how to define and communicate your proposition.



Read *Business Model Generation* by Alexander Osterwalder and Yves Pigneur and consider how you could use the Business Model Canvas within your work. [See the book review here](#).




## 6.4 Module 4: Effective business cases

### Part A – Training preparation

	Watch the webinar <a href="#">Lies, damn lies and business cases</a> or read the <a href="#">blog post</a> with the same title.
	Read the <b>How to build a business case</b> article in the <a href="#">Business Cases Journal</a> .
	Read the <a href="#">Business Case infographic</a> and think about what you need to cover in your business cases.

### Part B – Product Focus training

### Part C – Post-training, further study

	Compare your current Business Case template with the <a href="#">Product Focus example</a> and consider if there is anything more you can include in your justifications.
	Read the rest of the <a href="#">Business Cases Journal</a> for some inspiration on how to justify your products and investments.
	Watch the webinar <a href="#">Top 7 tips for better forecasts</a> .

## 6.5 Module 5: Pricing

### Part A – Training preparation



Read the *How to price* article in the [Pricing Journal](#).



Read the [Take control of pricing](#) blog post.



Watch the webinar [7 tips for pricing software](#) if you work with software products.

### Part B – Product Focus training

### Part C – Post-training, further study



Read the rest of the [Pricing Journal](#) for some inspiration on how to price your products.



If you have a large enough target market, consider undertaking a Pricing Sensitivity Meter survey to understand if you have the right price point for your product. Use the [Tool Guide](#) to help.






Read the book *Priceless* by William Poundstone for some pricing guidance from other thought leaders on pricing. [See the book review here](#).



Read the book *Monetizing Innovation* - how smart companies design the product around the price. [See the book review here](#).





## 6.6 Module 6: Product development and requirements

### Part A – Training preparation

	Read the <i>Who does what</i> article in the <a href="#">Requirements Journal</a> .
	Read the <a href="#">Lean Requirements – an in-depth guide</a> blog post.
	Watch the webinar <a href="#">Writing requirements that deliver</a> if you work with software products.

### Part B – Product Focus training

### Part C – Post-training, further study

	Read the <a href="#">Agile Journal</a> to learn more.
	Read the rest of the <a href="#">Requirements Journal</a> for some inspiration on how to create requirements that deliver for your products.
	Read the <a href="#">Top 10 Product Management Tools Report</a> and consider if there is a tool out there that could help you and your team be more effective and efficient.
	Read the book <i>Lean vs Agile vs Design Thinking</i> by Jeff Gothelf and Mike Norgaard for ideas on how you can use these approaches from other thought leaders. <a href="#">See the book review here</a> .

## 6.7 Module 7: Launching, roadmapping, and in-life management

### Part A – Training preparation



Read the *What is in-life* article in the [In-Life Journal](#).



Watch the webinar [Tip 10 tips for launch success](#).



Read the *How to build a perfect roadmap* article in the [Roadmap Journal](#).

### Part B – Product Focus training

### Part C – Post-training, further study



Read the [Launching Journal](#) for more insights and inspiration on Launching.



Watch the webinar [Roadmaps in an agile world](#).



Read the [Don't let iceberg products sink your business](#) blog post.






Read the rest of the [In-Life Journal](#) for some inspiration on how to manage your products through their lifecycle.



Read the book *Product Roadmaps relaunched* for more inspiration on developing roadmaps. [See the book review here](#).





## 6.8 Module 8: Product vision and strategy

### Part A – Training preparation

	Read the <i>Product Strategy – what is it?</i> article in the <a href="#">Strategy Journal</a> .
	If you don't already know, research what your current company and product strategy are. Make sure you have a clear understanding of at least the vision.
	Watch the webinar <a href="#">Creating a Strategic Product Plan</a> .




### Part B – Product Focus training

### Part C – Post-training, further study

	Read the rest of the <a href="#">Strategy Journal</a> for some inspiration on how to deliver your products with a great strategy that can win in the market.
	Complete a <a href="#">Strategy Canvas (value curve)</a> for your product, ideally highlighting how you are differentiated from your key competitors. If you aren't differentiated, then maybe you need a plan to get there.
	Watch the webinar <a href="#">Product Portfolio Analysis</a> for dummies.
	Read the book <i>Playing to Win</i> by Lafley and Martin for ideas on how to develop a strategy from other thought leaders. <a href="#">See the book review here</a> .





## 6.9 Module 9: Personal effectiveness

### Part A – Training preparation

	Read the <a href="#">Using the 5 Whys to Stop Firefighting and Become Proactive</a> blog post.
	Look at the <a href="#">Product Manager Personas</a> infographic and think about which 2-3 you are like. Then think about your colleagues.
	Watch the webinar <a href="#">Stakeholder Management – getting it right</a> .

### Part B – Product Focus training

### Part C – Post-training, further study

	Complete the <a href="#">Stakeholder Mapping Template</a> , and then review where you have gaps. Work either by yourself or with your boss to create a plan on how you will overcome those issues. Remember to consider their Behaviour Styles too.
	Make a plan for how you will work on becoming a better Product Manager. Think of it as a roadmap for your skills and knowledge. Use the Effective Product Manager matrix described in the course slides to help you think about your future Learning and Development needs.
	Read the book <b>Getting Things Done</b> by David Allen for ideas on how to be more productive in the office. <a href="#">See the book review here</a> .
	Read the book <b>Made to stick</b> with tips and tricks on how to present stuff and communicate effectively. <a href="#">See the book review here</a> .