

# The Product Focus Toolbox

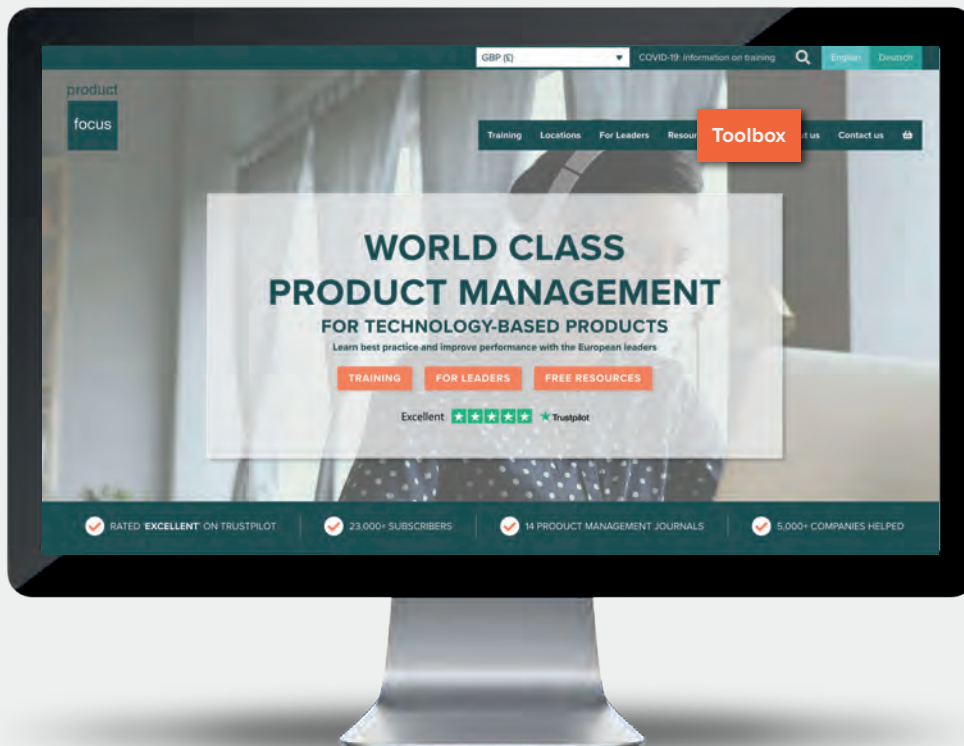
...best practice insights and resources

product

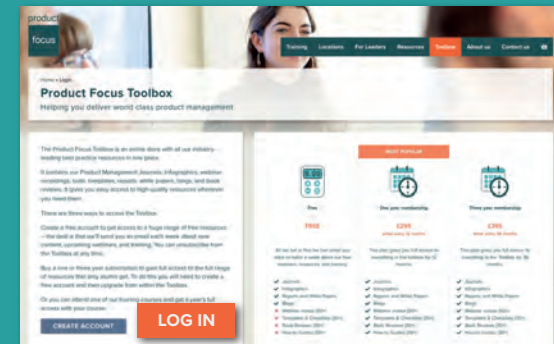
focus

## How to access the online toolbox

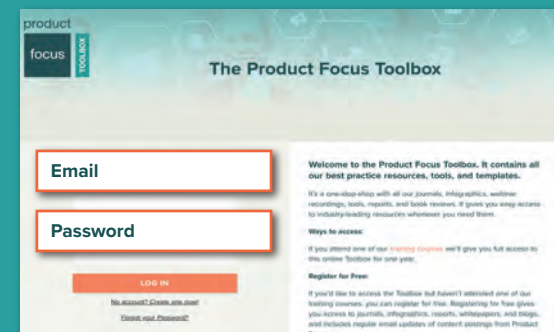
1 Visit the **Product Focus website** and click on **'Toolbox'** in the top menu



2 Click 'Log In'



3 Enter your email and password



# Toolbox home page - to access the content

Search by keyword  
e.g. Maturity Model

Search bar



Search by topic  
e.g. Propositions



Search by type of  
content

## Quick Links

- Journals
- Reports and White Papers
- How-to Guides
- Infographics
- Blog
- Book Reviews
- Webinar videos
- Tools, templates or checklists

Search by tag e.g.  
Business Cases

## Tags

Agile Book review Business cases  
Business Model Canvas Buying cycle Checklist  
Communication Competitor analysis  
Customer engagement Customer research  
Dashboard Design Digital Transformation Discounting  
Discovery End-of-life Financial terms  
Framework Go-to-market How-to Guide  
In-life Industry Survey Infographics  
Innovation Insight Launching

# 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 | Resources | Reviews | Leadership**  
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.



## Product Management Infographics

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

15+  
infographics



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

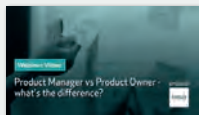
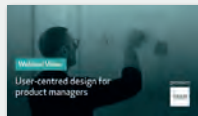
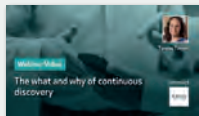
120+  
posts

## Alumni / Paid Access

### Webinar Videos

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

60+  
videos



### Tools, Templates, and Checklists

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

40+  
tools

### How-to Guides

Over 20 tools guides with examples and detailed explanations.

20+  
guides

### Book Reviews

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

40+  
reviews

## 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-to-day-role.

