World Class Product Management

Training and support for your teams

Training for groups of 8 or more from your company – delivered live online or onsite at your offices.

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> *We're too focused on incremental changes. We need real innovation.*

> *There's a big difference in the skill levels of our Product Managers. We need to set a standard.*

Sounds familiar?

> *Our Product Managers are experts on technical features and not on the market and strategy.*

> *We need to do something to grow and compete!*

Introduction

Product Focus is here to help you to deliver world class product management in your organization.

We think that at its best, product management is a leadership role that can drive improved business performance.

Ultimately, we believe that every product manager can deliver world class product management – with the right training, practice, and dedication to excellence.

We're passionate about training product managers, and we're committed to helping our clients succeed – we hope that we can help you to succeed too.

Product Focus is a trusted training partner

Product Focus was founded in 2006 in the UK. Since its inception, we've solidified our position as European leaders in product management training and education.

Over the years, we've expanded our reach, assisting thousands of global leaders and their product management teams in achieving world class product management.

Our commitment to excellence and continuous improvement drives our success and enables us to support the growth and development of product managers around the world.

Our customers trust us to deliver the training outcomes that they need – over 70% of our training is from repeat-business and recommendations from customers.

"Over 70% of our training is from repeat-business and recommendations from customers."

Why Product Management Training for your team?

Each leader has their own reason for training their product people, but here are some of the most frequent reasons we hear:

Performance

You need to drive better product and business performance

Skills

You need to raise product manager skills to a consistent level across teams

Clarity

You need product managers to have a clear understanding of their roles, and know best practices and how to deliver world class products and propositions

Strategy

You need product managers to be customer-focused, commercially and strategically capable, and not just experts on features and technology

Innovation

You need product managers to deliver innovative products and not just incremental improvements

We can help you to achieve great business outcomes

Establish Product Management Foundations

- Position and establish product management in your organization
- Align teams with a shared knowledge, skill set, and best practices

Improve Product Team Performance

- World class resources, training, workshops, and coaching for your team
- Raise the bar of performance in your product teams

Onboard and Train New Product Managers

- Provide essential training and resources for new hires
- Get new product managers up to speed quickly

Enhance Skills for Existing Product Managers

- Upskill your teams of product people
- Refresh skills of your team with training and resources

Develop Product Management Leaders

- Prepare high-potential product managers to lead product teams
- Train leaders how to build and run high-performance product teams

Why would you choose us?

Product Focus is passionately committed to helping all product managers succeed.

We're here to help you, no matter what mix of **hardware**, **software**, or **services** you manage; and no matter if you're delivering **B2C**, **B2B**, or **internal products and platforms**.

We've also helped Government and not-for-profit organizations with their product management.

Since 2006, we've developed expertise in training product managers in most industry sectors.

Broad industry training experience

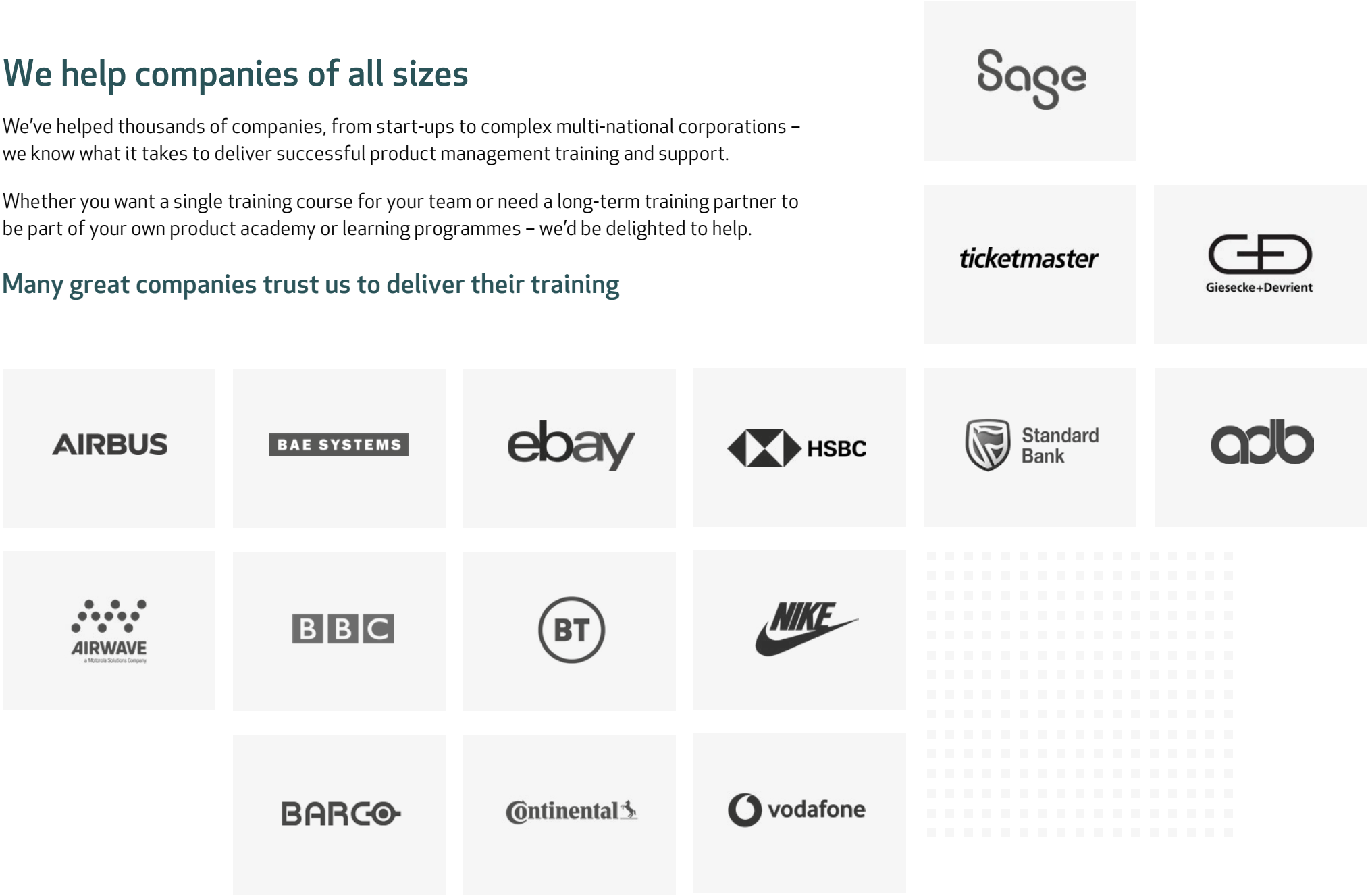
- Aerospace and Defence
- Automotive
- Digital Online
- Enterprise Software
- Finance
- Healthcare
- Internal Product Management
- Insurance
- IT Services
- Life Sciences, Biotech, and Chemicals
- Manufacturing
- Media and Professional
- Retail
- Telecoms
- Physical Products/Hardware

We help companies of all sizes

We've helped thousands of companies, from start-ups to complex multi-national corporations – we know what it takes to deliver successful product management training and support.

Whether you want a single training course for your team or need a long-term training partner to be part of your own product academy or learning programmes – we'd be delighted to help.

Many great companies trust us to deliver their training



We receive fantastic independent reviews – we have a 5-Star rating on Trustpilot

We have a superb track record of satisfied clients and have received several hundred 5-star ratings and positive reviews on Trustpilot – an independent online review site.

You can read more customer testimonials and see video testimonials here. Whether you want a single training course for your team or need a long-term training partner to be part of your own product academy or learning programmes – we'd be delighted to help.

Customized Training for your Product Management team

Here are a few of the ways that we can customize and configure the training experience to be relevant for your team:

- **Emphasis:** We can emphasize or de-emphasize aspects of product management that are more or less important to your company
- **Spotlight your material:** We'll highlight your existing company processes or frameworks or templates at the appropriate point in the training course
- **Relevant examples and exercises:** We can use examples and training exercises that are more relevant to your industry, company, or products

Customer testimonials

After previously attending Product Focus training, I thought it would be a great foundation for my product managers to understand the breadth of the role, best practice and get both excited and acquainted with aspects of the product management craft that increases the value of the role within the organization. We ran a series of 4 boot camps. The feedback from my team was excellent, and we're seeing a clear mindset shift, increased maturity and standardization, and a higher impact on our business.

Leandro Luis Palazzo Brando, Senior Director, Technology Product Management (EMEA), Nike

Yesterday and today, I went over the Product Focus course materials (Product Activities Framework, toolbox guide, course guide, and extensive course content). I am very impressed with the collection, presentation, and up-to-dateness of it all.

Jasper van Dieten-Blom, Director MLS Transformation, Vanderlande

Product Focus has delivered everything we were looking for from a partner and I am really pleased with the training feedback. We have valued enormously their advice, flexibility and professionalism.

Jennie Brown, International Learning and Development Director, CDK Global

Over the last 3 years, we've re-built our product management approach from the ground up and the toolkits, webinars, and training from Product Focus have been absolutely pivotal. In particular, we've made a lot of use of the Product Management Maturity Model to guide us on where to focus our efforts, and the Leading Product Management training has also been extremely practically useful.

Dr Pete Wood, Director of Product Management, CCDC

The best course I have participated in. The guys from Product Focus are sharing the experience in the best way it can be done. The training is very interactive, with lots of exercises which make you think and brainstorm all the time. The resources are very well prepared. After the course, you gain a big base, strong understanding of product management/marketing.

Anna Abalyan, Product Owner, Digitain

Overall very good and very useful. It helped me with the foundations, core and structure of my role and I look forward to getting back into the office to use my new skills.

Gavin Murphy, Product Manager, KCOM

product focus

Our Product Management Training Courses

We provide a range of training courses for product managers at all levels and stages of their careers – from just starting out, to building and leading product organizations.

Training for individual contributors and team leaders

We provide training courses for individual contributors (ICs) and people leaders:

Product Management and Product Marketing for technology-based products	For all product managers
Leading Product Management	For product management people leaders

Here's a snapshot of our two training courses for comparison:

Course Title	Product Management and Product Marketing for technology-based products	Leading Product Management
Aimed at	Anyone new to managing products or those who want a thorough skills refresh across all areas.	Anyone leading (or aspiring to lead) a product management function, department, or team.
Outcome	Improved product success by equipping delegates with a winning mindset, skills, best practices, 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 practices 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 team training for companies	
Flexibility	Private training can be configured to meet your needs, adjusting the time spent on different modules, and adding relevant exercises and content to focus on important areas.	

Product Management and Product Marketing for technology-based Products

Learn the essential knowledge, mindset, skills, and best practices to become a world class product manager

About this course

This training course is called 'Product Management and Product Marketing for technology-based products.' It is for people new to product management, those without formal training, or anyone seeking a skills refresher.

It aims to give you the mindset, knowledge, skills, best practices, and confidence you need to deliver world class product management in your organization.

Whether you're a Product Manager, Product Owner, or Product Marketer… you can kick-start your career by attending this industry-leading product management training course.

This course is for you if you manage hardware, software, services, or platforms – whether customer-facing B2B, B2C or internally facing. It's also suitable for those working in Government or not-for-profit organizations.

Course modules include:

Module 1: The role and mindset of product management

Module 2: Market analysis and discovery

Module 3: Developing propositions

Module 4: Effective business cases

Module 5: Pricing

Module 6: Product development and requirements

Module 7: Launching, roadmaps, and in-life management

Module 8: Product strategy

Module 9: Effective Product Management

Download full syllabus for this training course

Who is this course for?

- People new to product management
- Product Managers with no formal training
- Product Managers who want a skills refresher

Live online delivery option

- Interactive live online instructor-led sessions
- Slides, group and individual exercises, videos, polls
- **5** consecutive **half-day** sessions

In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides, group and individual exercises, videos, polls
- **3** consecutive **full-day** sessions

Learning materials

- 12-month online access to Product Focus Toolbox packed with frameworks, webinars, journals, infographics and more

Certification

- Certificate awarded upon passing certification exam. Learn all about our certification here

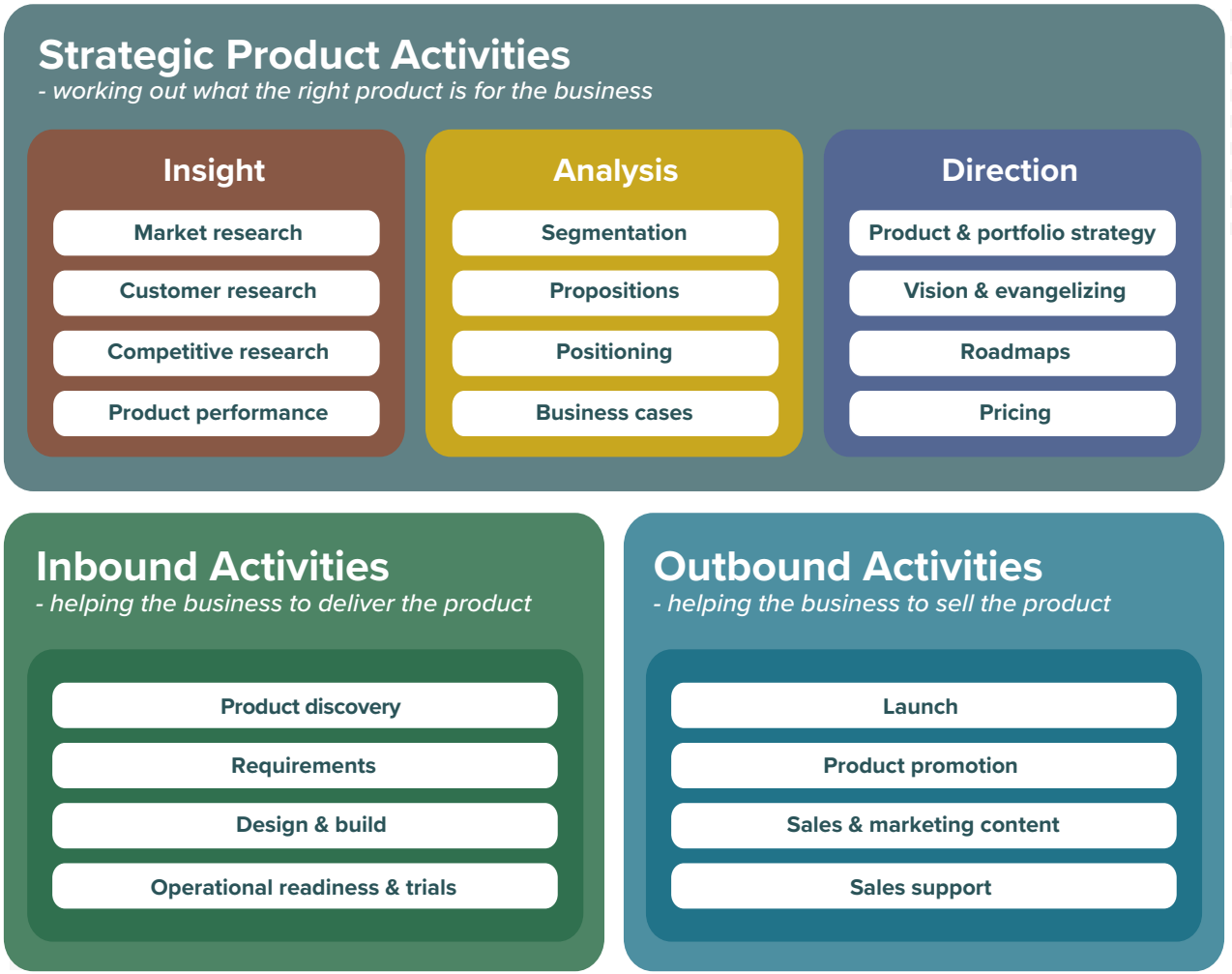
Expert instructors

- Led by product management industry experts

Learning Outcomes

- Understand the context of product management and product marketing
- Understand the scope, component parts, and best practices for their role
- Be able to use a range of practical tools, checklists, and templates
- Have a structured approach and understand where to focus their time
- Have the knowledge they need to add strategic value to your business
- Understand the importance of owning the product
- Be confident in their product management expertise

During the training course, your team will master the Product Activities Framework to understand everything needed to deliver world class product management in your organization.



Leading Product Management

Learn how to build and lead a high-performance product management organization and team.

About this course

This training course is called 'Leading Product Management.' It is for people who need to build and lead teams of product managers or entire product management organizations.

It aims to equip you with the knowledge and skills to create your own product management operating model and playbook, enabling you to set product strategy and guide your product managers to deliver effectively.

The course is designed for both emerging and aspiring leaders looking to develop their skills and boost their confidence as they transition from individual contributors to leadership roles. It also caters to seasoned leaders aiming to hone their skills as they build high-performing product organizations.

Course modules include:

Module 1: Organization

Module 2: Strategy

Module 3: Delivery

Module 4: People

Training 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.

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 organization.

Download full syllabus for this training course

Who is this course for?

- For leaders with product managers reporting to them
- For people building and running product organizations
- Product managers new to leading teams, as well as those who aspire to lead teams

Live online delivery option

- Interactive live online instructor-led workshop style
- Slides, group and individual exercises, videos, polls
- **5** consecutive **half-day** sessions

In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides, group and individual exercises, videos, polls
- **3** consecutive **full-day** sessions

Learning materials

- 12-month online access to Product Focus Toolbox packed with frameworks, webinars, journals, infographics and more
- Playbook and operating model built during the course

Expert instructors

- Led by product management industry experts

Learning Outcomes

- **Strategic Alignment**: Understand how to create product strategy that's aligned with your company's broader vision and goals, ensuring consistent delivery through your product managers
- **World Class Delivery**: Grasp how to deliver world class product management at scale, maintaining a high standard across diverse products and teams
- **Organizational Frameworks**: Recognize the necessary framework and processes essential to achieving consistent, high-quality product delivery within your organization
- **Product Management Structuring**: Learn effective ways to organize your product managers, considering factors like company divisions, product lines, and geographies
- **Delivery Models Mastery:** Examine and understand various delivery models like agile, waterfall, and hybrid, ensuring flexibility and adaptability in product roll-outs
- **Leadership Confidence**: Be confident in your product management leadership expertise, leading teams through challenges and decision-making processes
- **Stakeholder Management**: Develop the skills to manage key stakeholders across the business, ensuring collaboration and alignment
- **Team Development and Dynamics**: Delve into methods for recruiting, motivating, and mentoring team members, ensuring the optimal performance and dynamics of your product management teams

Product Management Leadership Framework

- The Product Management Leadership Framework shows all the things you need to think about if you're leading a product department, function, or team.
- The framework covers the four areas of the Product Operating Model – Strategy, People, Delivery, and Organization. How these are set-up will depend on the size, focus, and maturity of product management in your business. The framework also includes the playbook - tools and strategies needed to lead a product management function.

World class product management

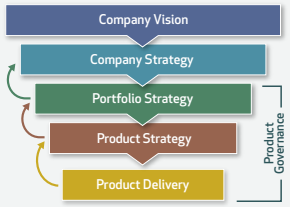
Training | **Leadership Support** | **Resources**
info@productfocus.com | www.productfocus.com

product focus

Product Operating Model

To cover the processes, governance, calendar, stakeholders, frameworks, artifacts, tools, and measurements needed in each of these areas.

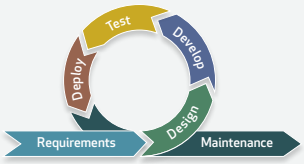
Strategy
What we'll do, where we'll play, how we'll win



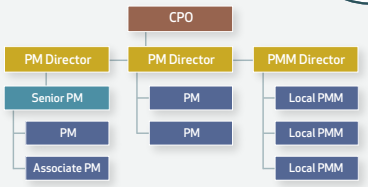
People
Finding, hiring, incentivizing, growing, measuring

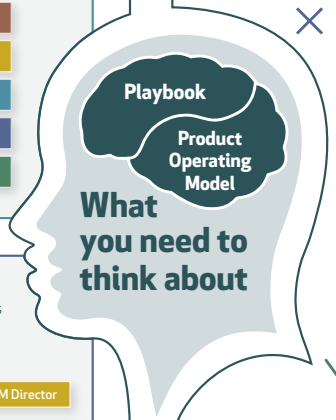
- Appraisal and salary review
- Personal Development and Career Planning
- Goal setting
- Product Performance and Delivery
- Product Manager Competency Model

Delivery
Requirements, design, develop, test, deploy, maintain – the full product management lifecycle



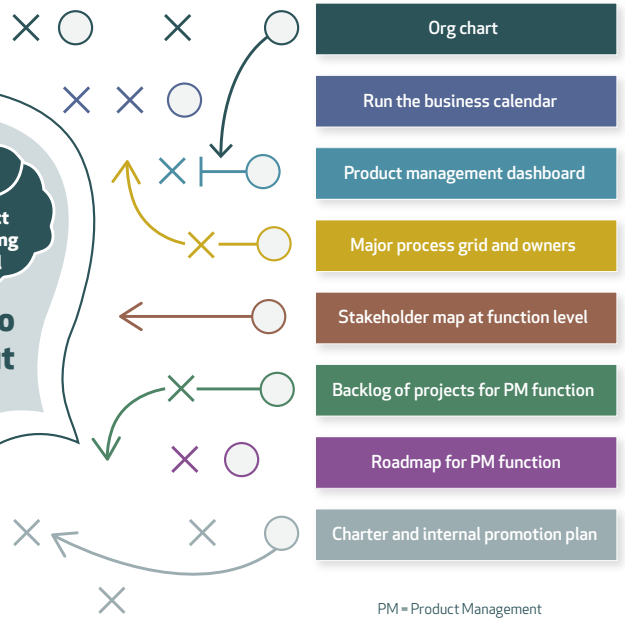
Organization
How we are set-up, culture, responsibilities





Playbook to lead Product Management

Bringing it all together – practical tools to manage and drive the function.



PM = Product Management

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The Product Management Leadership Framework shows all the things product people leaders need to consider when leading a product department, function, or team

Practical training to prepare your team for the real world

We equip product managers with the mindset, skills, tools, and best practices needed to excel – so that they can deliver world class product management in your organization.

Our training is high-quality, relevant, practical, and impactful – it's designed to help your product people to grow and deliver improved outcomes.

Interactive and Adaptive Learning for Every Style

To accommodate different learning styles, we design courses to maximize engagement, participation, learning, and outcomes.

We use a blend of teaching, open discussion, polls, individual and group exercises, examples, and case studies.

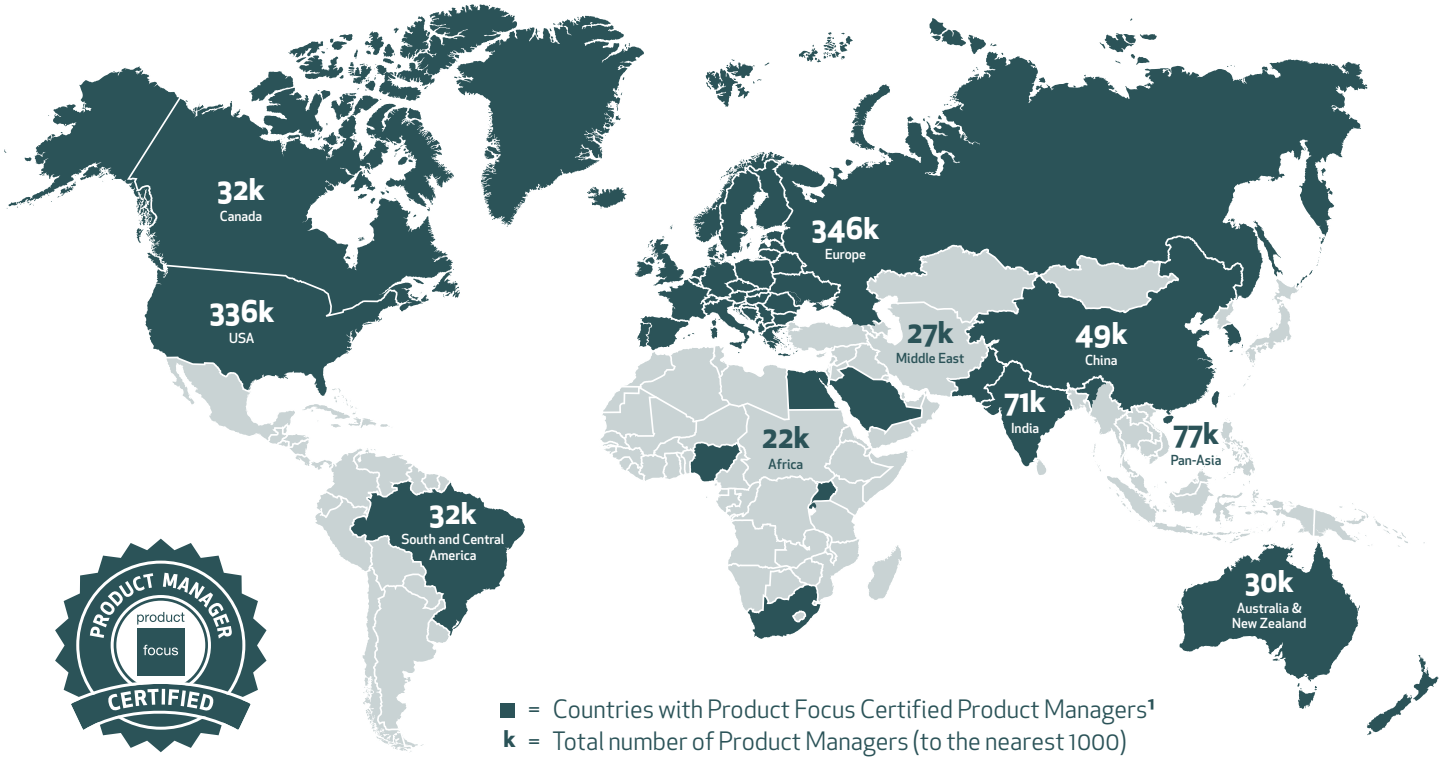
Our training courses are enjoyable, engaging, energetic, and effective – focused on building practical skills that can be taken and applied quickly in your organization.

Certification option

We provide a product management certification option for the training course: Product Management and Product Marketing for technology-based products.

Product management certification helps to build a product manager's confidence and credibility, with peers, managers, and employers. When a company promotes certification, it shows they have high-standards – and that they care about employee's professional development.

We have a widely recognized Product Manager Certification – delegates regularly celebrate their companies investing in them and share their success on LinkedIn®. **There are Product Focus Certified Product Managers all around the world.**



■ = Countries with Product Focus Certified Product Managers[1]
k = Total number of Product Managers (to the nearest 1000)

Customized Training: Aligned with Your Company's Needs

Each company that we work with has a different situation: industry, maturity, products and services, processes, people, skill levels, etc.

We can thoughtfully configure and customize our training courses for your company with relevant exercises, examples, and case studies to align learning to your situation.

In addition, we can emphasize or de-emphasize training topics – for example, if you're operating with waterfall delivery and don't want to hear too much about Agile… that's ok.

Worldwide flexible delivery – live online or in-person training

We have delivered product management training to companies on nearly every continent – there are Product Focus Certified Product Managers all around the world.

We have flexible and adaptable delivery options to help match your schedule, office locations and time-zone needs.

Depending on your preference and needs, we can deliver training interactively live online, or we can travel to your office to deliver it in-person onsite:

Live Interactive Online Training	In-person Onsite Training
■ Delivered interactively live online ■ 5 half-day delivery – flexibility to balance work duties ■ Flexible for your teams across time zones ■ No travel required – less planning, commuting, and stress ■ No venue or food to organize ■ No travel or hotel expenses for our training consultants ■ Interactive online discussions, delivery, and exercises ■ Confidential and customized to your needs	■ Delivered at your offices or other location ■ 3 full-day delivery – allows deep focus away from the office ■ Physically meet – bring teams together to bond ■ Venue, travel, and food need to be organized ■ Additional travel and accommodation expenses ■ Can help to get teams back into the workplace ■ Interactive group discussions, delivery, and exercises ■ Confidential and customized to your needs
Comparing Online versus In-person private training for your teams – each delivery option receives equally high customer feedback, reviews, and delegate ratings.	

Consistent and high-quality courses

We strive to maintain high-quality and professional standards in everything that we do – we deliver a consistent level of training quality with:

- **High-quality training materials:** Our training courses and supporting resources are part of a carefully controlled and curated body of knowledge.
- **Well-trained instructors:** All our training instructors receive a comprehensive onboarding and training program when they join Product Focus. This ensures that they have a comprehensive understanding of our material – we always deliver high-quality and consistent training.
- **Measuring instructor NPS:** We measure the Net Promoter Score (NPS) of each training instructor after every training course. This allows us to benchmark our training performance and maintain high standards.

Learn with our Senior Training Consultants

Meet our distinguished team of Senior Consultants at Product Focus – leaders who can share their wealth of experience and expertise in product management with your teams.

Aidan Dunphy

LinkedIn

With his vast experience across industries like the public sector, financial services, retail, automotive, and healthcare, Aidan has held top-tier roles such as Head of Product, Product Director, and Chief Product Officer. His deep familiarity with the full software lifecycle is an asset to start-ups, scale-ups, and established corporations alike.

Alan Faulkner

LinkedIn

Alan's extensive experience in the ICT industry covers product management, sales operations, and business development. He has managed products and services across diverse cultures and complex organizational structures.

Steve Buck

LinkedIn

Steve's impressive 25-year career in product management and team leadership in the telecoms and fintech sectors boasts roles from Head and VP of Product to CMO. His expertise in managing significant portfolios and start-ups is invaluable.

Anne Rasmussen

LinkedIn

An experienced executive, Anne has been instrumental in leading and implementing innovative and digital changes in high-performance industries. Her global experience and passion for international business innovation speak volumes about her abilities.

Linda Kjær Petersen

LinkedIn

Linda's rich 20-year journey in product management spans high-tech audio communications, med-tech, and software industries. Her market analysis skills, product strategy insights, and excellent language skills make her invaluable.

Cyril Le Roux

LinkedIn

Boasting over 20 years of product management experience in diverse sectors such as Telecoms, eCommerce, Marketplaces, and FinTech, Cyril's multifaceted roles have ranged from Product Manager to VP Product. His bilingual fluency makes him an excellent trainer, coach, and consultant.

Martha Salsman Hernandez

LinkedIn

With two decades of experience in product management, business analysis, ownership, and strategy, Martha's expertise is extensive – she has a knack for leveraging emerging technologies which is a boon for start-ups and scale-ups.

Nicola Ripley

LinkedIn

Nicola brings over 15 years of experience in product management and marketing, with a focus on developing portfolio strategies and driving digital transformation for global education companies.

Paul Inness

LinkedIn

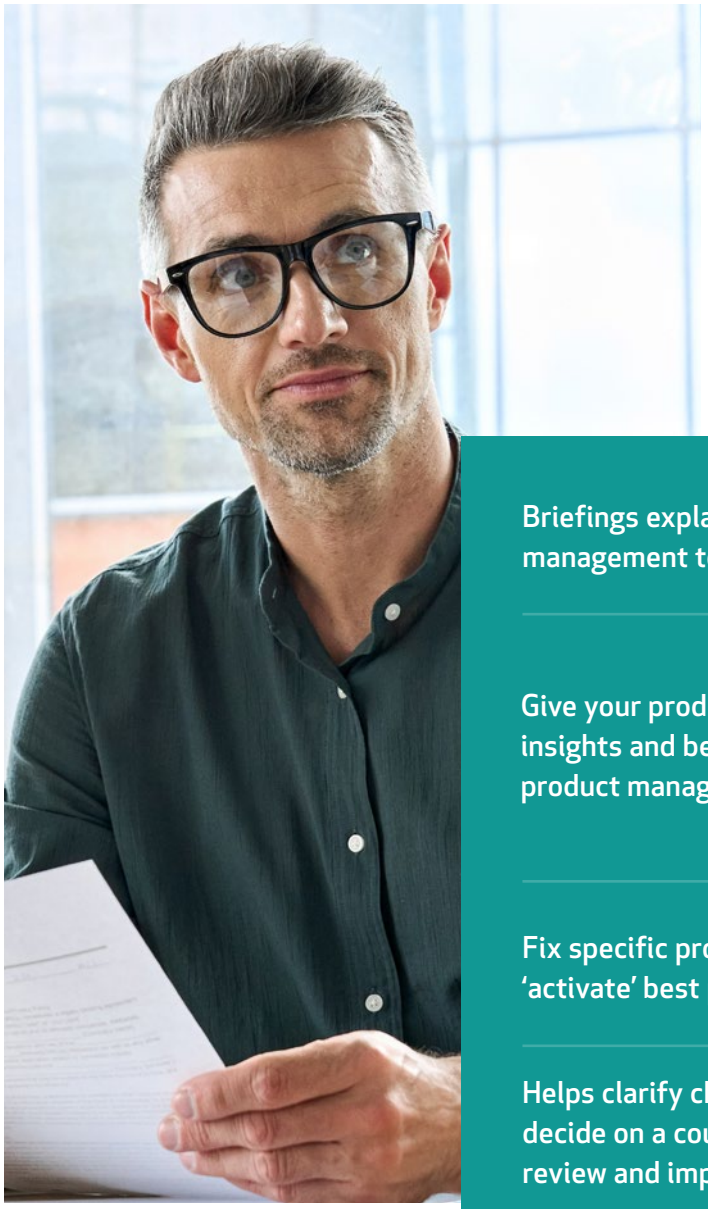
Paul's 20-year journey in strategy, product management, and marketing spans across various sectors, including technology, retail, automotive, and charity. As a Chartered Marketer, he brings a unique blend of innovation and experience to the table.

Matthew Vizor

LinkedIn

Matthew's impressive 30 years of industry experience spans roles from Head of Product Management to Vice President in top-tier businesses. He brings comprehensive expertise in Telecoms, IT, and software industries.

Join us to learn from the best in the business – we're ready and excited to help you.



Our other services – including post-training support

To help reinforce the learning and skills from our training courses, we also provide organizations with additional services to ensure long-term skill development and retention, including:

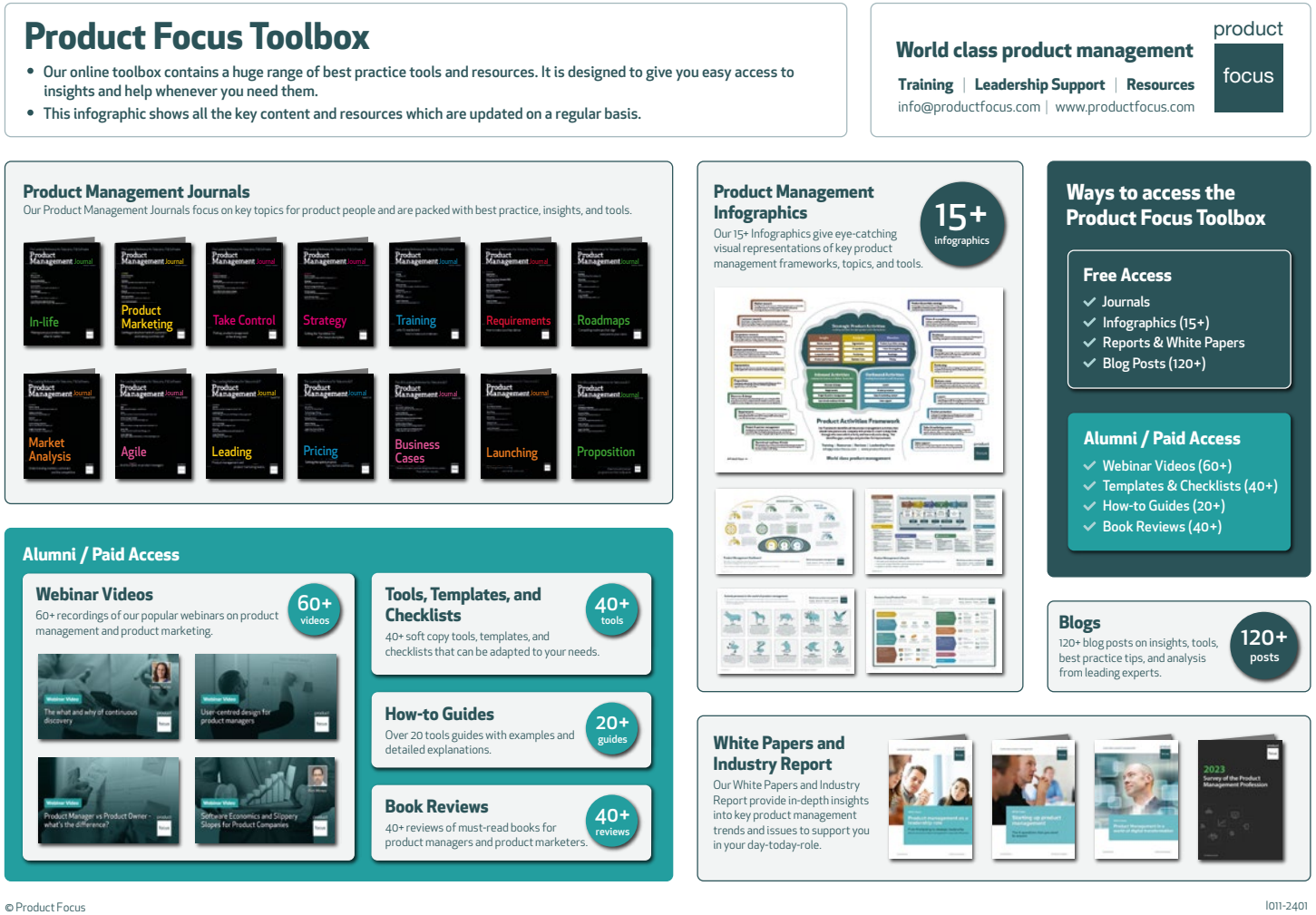
Briefings explain the value of product management to others in your business	**Briefings**	For example, Executive Briefing to your Board, workshop at company events
Give your product people the skills, insights and best practice to excel at product management	**Training**	Customized to your requirements, includes certification, gets everyone on the same page
	Toolbox	Ongoing access to tools and best practice resources
Fix specific problems and embed and 'activate' best practice	**Workshops**	For example, workshops on roles and responsibilities or In-life optimization
Helps clarify challenges, identify options, decide on a course of action, iterate, review and improve	**Coaching**	A series of product management coaching sessions with one of our Senior Consultants – delivered live online

Product Focus Toolbox

All product people attending our training courses get access to the online Product Focus Toolbox – a well-organized, searchable, curated collection of high-quality product management resources.

The Toolbox contains all our best practice journals, tools and templates, as well as a huge range of high-quality content including white papers, webinar recordings, book reviews, infographics, and frameworks.

The Product Focus Toolbox is packed with essential webinars, journals, infographics, frameworks, how-to guides, white papers, reports, and templates.



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Workshops

Workshops help to activate and embed skills and learning from our training courses. Some examples of past activation workshops include:

- **Product roles and responsibilities**
- **Product vision and strategy**
- **Strategy and investment**
- **In-life optimization**
- **Doing better discovery**
- **Effective business cases**
- **Product plan review**
- **Business Case masterclass**
- **Launching products**

Workshops typically consist of two 3-hour online sessions on separate days with some homework in between – or a day-long session on-site. Workshops can be customized to incorporate information on processes and templates used in your organization.

"Great experience for anyone, irrelevant of experience level - highly recommend"

- Connor Walsh, Trustpilot review

Coaching

Product management coaching is a personalized, one-on-one guidance process designed to help product managers and product management leaders to enhance their skills, overcome challenges, and achieve professional goals.

A seasoned product management consultant will assist your product managers in pinpointing challenges, exploring potential solutions, selecting an appropriate course of action, iterating, evaluating, and enhancing performance.

Throughout the coaching process, they will offer support and feedback to ensure steady growth and development. Coaching is bought in blocks of hours and delivered individually and remotely online.

Supporting learning and development (L&D) in your organization

Each of our clients has a different starting point for their product management maturity in their business – and a different aspiration, budget, and capability for the learning and development of their product managers and leaders.

"We can help you on your learning journey… from wherever you are now…"

You can assess the maturity of your product management with our Product Management Maturity Model.

Leadership

Checklist

- Is there a link between product plans and the company strategy?
- Are objectives for the PM team clear and aligned?
- Is the role of PM agreed across the business and its value evangelized?
- Is portfolio analysis conducted so that resources are allocated appropriately across all products?
- Is there a plan to improve the product management team or department, i.e. a Roadmap for PM?
- Is there a clear ongoing business planning process that locks into product and portfolio plans?
- Are PMs encouraged to see themselves as leaders within the business?

Organization

Checklist

- Is PM reporting to a functional team or is it independent and reporting directly to the board?
- Is governance fast and effective?
- Are PMs encouraged and able to meet customers?
- Are resources aligned and sized to deliver on plans?
- Is PM done consistently across the organization?
- Does every product activity have a home?
- Is there a product community for PMs to share best practice?
- Does every product have a PM?
- Are there clear role definitions agreed between PM and adjacent teams or departments such as Technology?

People

Checklist

- Do PMs have the necessary balance of skills, knowledge and experience?
- Is there a career path into and within PM?
- Is PM the place that people want to be?
- Do PMs know where to go for help?
- Is there a Performance Improvement Plan (PIP) for each person?
- Is there a PM onboarding process in place?
- Is the company culture "in it together" or "finger pointing"?
- Do PMs feel they own their products?
- Is the distinction between the Scrum Product Owner role and the PM role clear?

	Level 1: Immature	Level 2: Managed	Level 3: Leading
Leadership	• PM lacks leadership • Senior management have little PM experience • Weak vision from above and regularly changing priorities • PM working in a vacuum, tactical focus	• Head of PM in place • Clear vision and plan for PM • Insights from PM are regularly sought by senior management • Product plans based on market insights and support company strategy	• PM on the Board and leading within the business • PM accountable for P&L (or at least tracking P&L) • Full alignment of business strategy & objectives throughout the business • PM seen as the "voice of the market"
Organization	• Lack of structure – confusion on who does what • Work overloads and unmet commitments • Project-led, little product-based governance • Unclear decision-making process	• Roles and responsibilities clear • PM in place for all products • Things get done — decision making process is clear • Governance approach is "one size fits all"	• Well-established roles & responsibilities agreed with all interfacing departments • PM driving product performance improvement • Decision-making process is quick and appropriate to size and risk
People	• Reactive and tactical. Lots of firefighting by "heroes" • PM not valued by the rest of the business • No PM training • PMs lack influence and authority to say "no"	• Strategic focus as well as tactical work • PM role accepted across the business • PMs understand portfolio strategy and where their product fits • Some PMs trained in some areas	• High-performance, benchmarked and well-balanced team – measured & rewarded on KPIs • PMs well respected – everyone wants to work here! • All PMs trained on PM with ongoing learning and development
Tools	• Few tools, templates & systems to support activities • Market insight and product knowledge held in individuals' heads • Little product documentation	• Templates, tools and checklists in place for all key activities • Tools and systems used to store information on market insights, projects and products	• Tools evaluated against best practice and revised to keep optimal • Tools used to automatically collate and actively share information • Product documentation high quality and maintained
Processes	• Few standard processes, which are often sacrificed under pressure • Little (or no) reporting • Few relevant KPIs for products	• Processes defined and used for key PM activities • Reporting in place for each product • Product development process in place and aligned with PM needs	• Processes well established, monitored and continually improved • Automated tracking and KPI reporting at product and portfolio level • Full end-to-end PM Lifecycle process in place including go-to-market, in-life and end-of-life

Tools

Checklist

- Do PMs have the systems, tools, templates and checklists they need to work through all stages of the lifecycle, e.g., roadmap, propositions, launch, requirements?
- Are tools appropriate for the size or riskiness of work?
- Are there standards for reporting to management or are there lots of ad-hoc requests?
- Is data available to manage and report on products?
- Is there a single master-reference location for product information in the business?
- Are software tools used to improve efficiency in areas such as roadmaps, requirements management and business planning?
- Is product documentation standard across the business?

Processes

Checklist

- Do PMs have standard processes for all stages of the lifecycle?
- Is feedback used to improve processes to make them more efficient and effective?
- Are PMs trained in the processes?
- Is there a consistent language used for products and product management across the organization?
- Are Key Performance Indicators (KPIs) established for every product?
- Is there reporting on product profit and loss (P&L), revenue, sales, performance vs. target?
- Is it clear to the rest of the organization how to engage with PM?
- Is there an owner for each process?
- Is the product development process benchmarked and performance tracked?
- Is there a clear process to support and foster innovation from across the business?

Product Management Maturity Model

- Review the maturity of your product management (PM) team or department.
- The level required depends on the size and complexity of your business.
- Most businesses find their PM maturity varies across the different areas.
- Use this model to create an action plan to improve your PM team or department.

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Each company is at a different stage of maturity with their product management.

Helping you at every level in the learning and development journey

You might not yet have the time and resource to create a comprehensive Product Academy. And that's fine because we can help you in many ways on your journey:

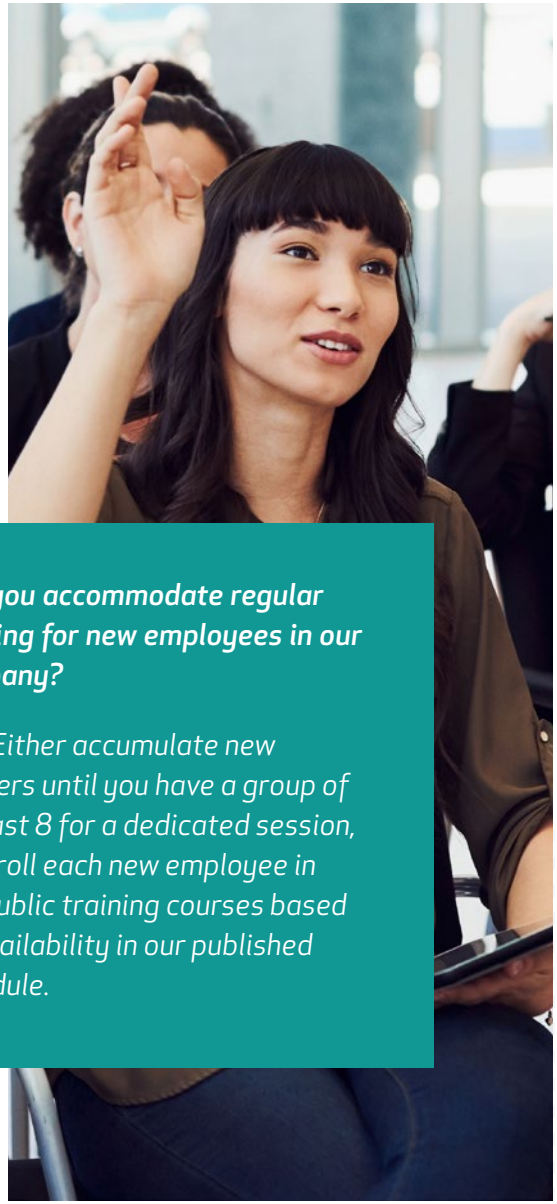
- **Free Resources:** Product Managers and their leaders discover us by signing-up to receive our free best-practice resources in our Product Focus Toolbox – including frameworks, infographics, Journals, and white papers.
- **Webinars:** Often Product Managers attend our free webinars, or read our blogs to learn more and get to know us a little better.
- **Public Training Courses:** When considering our private team training courses, customers will sometimes send one or two of their team to attend one of our public product management training courses – this lets them quickly try our course and assess if it fits their needs.
- **Single Private Team Training Course:** Often product leaders just need a single private training course – perhaps assessing it with one team.
- **Multiple Private Team Training Courses:** Clients with a large product team may need several private training courses – for existing teams, or for regular new cohorts of product managers joining their company.
- **Multiple Private Team Training Courses and Post-Training Support**: Some clients need further help after their training courses are complete. This might include additional Workshops, Coaching, or an Executive Briefing session, to position and establish the value of product management to their leadership team and organization.
- **Product Academy:** You may already have a Product Academy – or you may be creating one. Customers may choose us to be a training partner in their academy – where we can provide training courses and certification, workshops, and leadership support.

Product Focus can help you to succeed in many different ways...

We can help you on your learning and development journey – whether you're just getting to know us, or want to build a long-term training partnership.

We can help you on your learning journey... wherever you are now...

Customers engage with us in different ways – depending upon their budget, needs, and learning and development aspirations and organizational maturity.



Can you accommodate regular training for new employees in our company?

Yes. Either accumulate new starters until you have a group of at least 8 for a dedicated session, or enroll each new employee in our public training courses based on availability in our published schedule.

FAQs (frequently asked questions)

What is the minimum number of people required for a team training session at our location or online? *The minimum group size for a private training session for your company is 8 people.*

What if we have fewer than 8 people needing training? *We have regular public training courses in various cities and online that are open for any company. Up to 5 individuals from your company can attend each one of these courses.*

Are your courses all in the English language? *Most of our training courses are in the English language. However, we also have an exclusive partnership with ProduktManageMentor, who offer our product management training in the German language. To learn more visit here.*

Do you deliver training online or onsite? *We can deliver training both interactively live online or onsite at your offices or other venue of your choice.*

How long does a training course last? *An online training course typically runs for 5 consecutive days during a week. However, it's only 5 hours per day (either morning or afternoon sessions) with lots of breaks in that period. Our in-person courses typically run for 3 full days.*

Who are your training courses suitable for? *We have training courses for product managers at every stage of their career, for both individual contributors and product people leaders.*

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Next steps to get started

We'd be delighted to chat with you, if you think we'd be a good match to help you.

1. Please contact us
2. We'll arrange a 30-minute requirements discovery call online
3. Once we know your needs, we'll be able to work out how we can best help you

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