

PM For Leaders

1 DAY | 8 HRS | IN PERSON

PROGRAM GOAL

Instructor-led program for enterprise executives to help raise the profile of product management teams, outlining the crucial role they play in meeting and exceeding business outcomes.

LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Evaluate the strengths and weaknesses of current Product team performance
- Identify how product team structures, rituals and routines influence outcomes
- Identify data-points that will give a good indication of product health
- Evaluate business cases to make the right product decisions
- Recognize behaviors leaders can demonstrate to advocate for product managers across the organization

AUDIENCE

Executives justifying the investment and resources of PM teams

	DAY 1
9.00-10.30am	Thriving In A Product-Led Era Participants examine success stories of working in product-led organizations and identify strengths and weaknesses of current Product team performance.
Break (15 min)	
10.45-12.30pm	Product Development Performance: Structure, Rituals and Routines Participants identify how product team structures influence outcomes and discover how top-down strategies become blockers in product development.
Lunch (60 min)	
1.30-2.45pm	Justifying Product Investment Participants identify data-points that will give a good indication of product health and evaluate business cases to make the right product decisions.
Break (15 min)	
3.00-4.30pm	Advocating For Product Team Success Participants review their own approach to product-led transformation, and identify how they can develop as a leader to enable product teams to be successful.
Bring It Home (30min)	