

Product Management Primer

1 DAY | 8 HRS | IN PERSON

Goal

Help teams understand the role of a Product Manager in designing flexible, cost efficient and customer-centric solutions at a faster pace within organizations.

Objectives

- Establish a shared definition of Product Management.
- Create a plan for how to live a 'Day In The Life of a Successful PM' within your organization.
- Identify how Product Managers research customer needs and run experiments to determine product viability.

Measuring Success

% of Line Managers reporting increased fluency in PM terminology
% increase of problem statements written and hypotheses tested

1-DAY AGENDA

WARM-UP

Introduction to Product Management

Clarify the roles and responsibilities of a product manager and discuss how the role might optimize your product environment.

BREAK

The Product Development Lifecycle

Develop an understanding of how a product manager knows who customers are, what they need and how you can serve them. Review examples of how a PM might tackle product market fit.

LUNCH

Finding The Problem

Level-set on the definition of minimum viable product (MVP) and practice writing problem statements and hypotheses to validate and invalidate your riskiest assumptions.

BREAK

The Voice Of The Customer

Determine how a PM decides what products and features to build through user-led insights and customer development.

