Product Strategy In Practice

2 DAYS | 16 HRS | IN PERSON

PROGRAM GOAL
The main goal of this program is to empower product teams with the mindsets and practices to anchor product investment recommendations in strategic, grounded business thinking.

LEARNING OBJECTIVES
By the end of the program, participants will be able to:
- Support the long-term vision, strategy and objectives for a product to deliver top- and bottom-line value to the business.
- Assess resources and investment required to achieve business goals, making trade-off decisions between build versus buy.
- Determine the business model and pricing strategy for a product.
- Identify best practices for managing an iterative product roadmap.
- Identify how to develop strong business cases to gain executive approval for product investment.
- Utilize portfolio management to deliver against product strategy.
- Identify how to course correct when strategic goals are not being met.

AUDIENCE
The main audience for this program is cross-functional product teams (PMs, tech leads, program managers, etc) with multi-level experience.

PREREQUISITES
Students should come into the program with existing knowledge of product environments and processes.

MEASURING SUCCESS
% of Senior Leaders reporting product strategies link and perform against business-level objectives.

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	DAY 1	DAY 2
9.00-10.30am	**Strategic Business Thinking In Product Management** Participants demystify how to practice 'strategic thinking' in product teams to maximize product-level and business-level strategies.	**Business Models** Participants expand their understanding of business models and identify how each model comes with specific product feature requirements. Participants discuss how they can develop business acumen and use strategy-oriented critical thinking skills.
Break (15 min)		
10.45-12.30pm	**Getting Ahead Of The Competition** Participants use traditional business frameworks like SWOT, Porter's 5 Forces and Blue Ocean strategy to identify changes to the external environment and craft new product strategies that beat the competition.	**Managing Iterative Product Roadmaps** Participants explore how to keep track of the delivery of products in an agile-driven process and how to integrate feedback into iterative roadmaps that enable the building of better products.
Lunch (60 min)		
1.30-2.45pm	**Owning the Product Vision** Participants discover what roles product teams play in tying the company's vision and goals to product-level strategies that inspire and drive action. Participants discuss who owns a product vision and how successful teams articulate it in a way that connects to customer pain points.	**Building A Business Case** Participants review how to build a data-driven business case to show their ability to answer key business questions to leadership and showcase insights through strong visualizations.
Break (15 min)		
3.00-4.30pm	**Making Trade Off Decisions** Participants review how products fit within a portfolio mix and how product decisions might affect overall portfolio sales. Participants discuss 'build versus buy' trade offs.	**Implementing Strategy** Participants identify how to course correct when strategic goals are not being met and review how to manage the execution of product strategy and avoid common pitfalls. Participants review how to validate a product strategy with market feedback and sales validation.
Bring It Home (30min)		