

Essentials of Product Management

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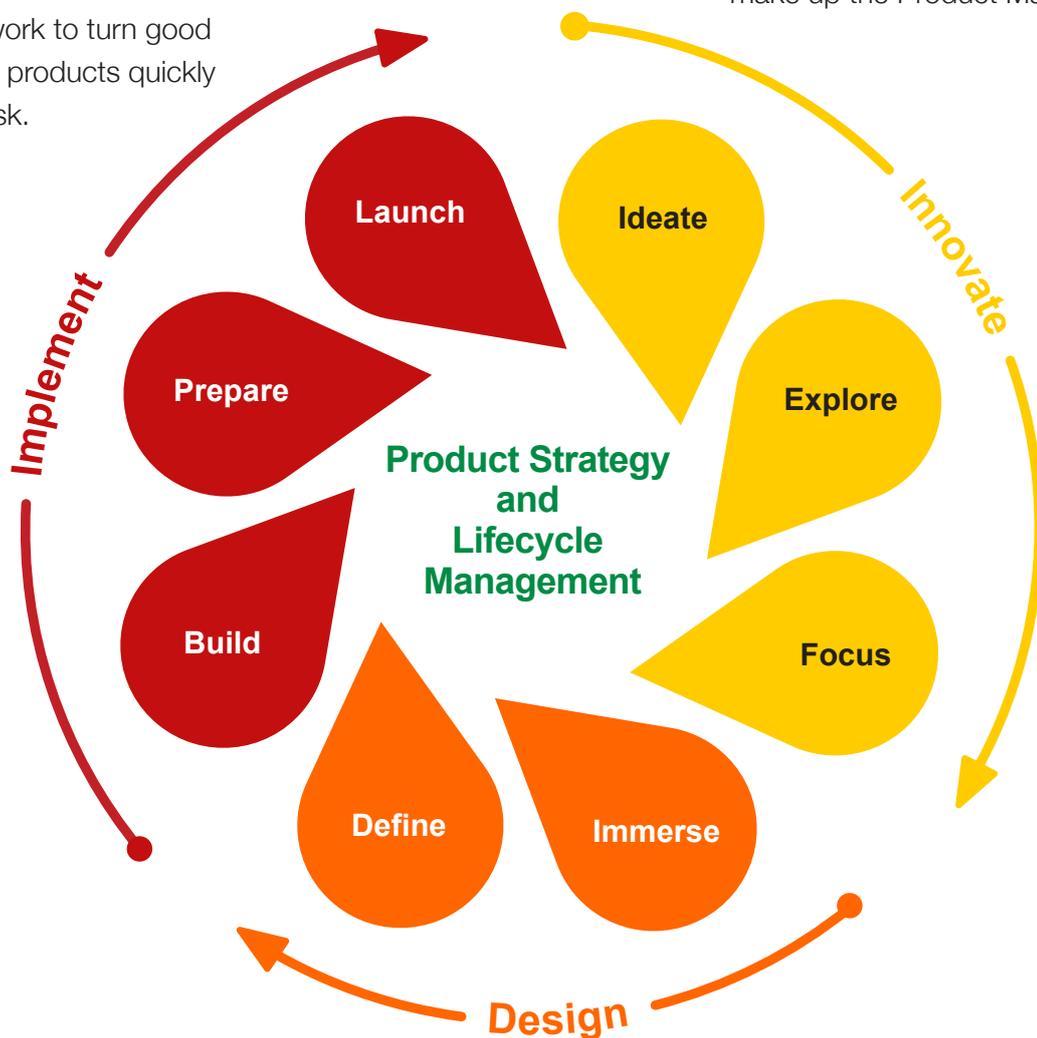
3 Day Course

Repeatable Innovation

Use the Brainmates Product Delivery framework to turn good ideas into great products quickly and with less risk.

What is Product Management?

We define the specialist roles that make up the Product Management domain.



Effectively Manage a Product Roadmap

Learn simple methods for prioritising the activities that will delight customers and drive business success.



Essentials of Product Management

3 Day Course

About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

It is a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

They apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

The 3 day Essentials of Product Management Course teaches participants an effective and repeatable method for

- **Managing the Life-Cycle of a Product.**
- **Gathering ideas and using them identify lucrative market opportunities.**
- **Developing opportunities into tangible products and services.**
- **Launching products to into a market.**

Participants of this practical course will learn how to apply smarter market-centric approaches to both their new product development projects and day-to-day activities.

1 Learning Outcomes

Participants will learn the following:

- A clear structured thought-process from ideation through to product launch planning.
- To quickly gather many fuzzy product ideas and uncover which are the most worthwhile to explore further.
- Research their target customers to uncover their unmet needs.
- Articulate the market and product requirements for product design, development and marketing purposes.
- Effectively plan the product delivery and go-to-market activities.
- Maximise their efforts in juggling day-to-day activities, monitoring their product performance, keeping up to date on their market and managing stakeholders.

2 Business Benefits

Organisations will see the following immediate and ongoing benefits of investing in building their product management skills and capabilities:

- More profitable market-driven products and services.
- Delighted, happy customers.
- A competitive advantage for your business.
- Minimise the risk of product failure by removing 'gut-feel' Product Management decisions.
- A consistent and rigorous approach across product teams and their stakeholders who build, market, sell and support products.

3 Who Should Attend?

Product and Marketing people with at least two years' relevant experience and are seeking greater efficiencies in carrying out their role of developing and marketing products and services to their target market.

4 Course Syllabus

During the three day training session, participants will learn what is required to take new products and services to market as well as manage products for growth.

Key Product Management Concepts

We provide a clear definition of a product, and the core responsibilities of the Product Manager within an organisation. We walk through several concepts such as "What is a Product?", "What is Product Management", and Product Management Roles.

Product Strategy and Lifecycle Management

Product Management links together organisational strategy with tactical implementation. We discuss how to use the Strategic goals to align a Product Roadmap and identify the position of Products in their lifecycle stages to plan future Product Development activities.

Brainmates Product Management Framework

The Brainmates Product Management Framework provides Product Managers with a process, a body of knowledge and practical tools for the successful delivery of new products and services into the market. It steps through a 3 Phase process:

- **Innovate** - Ideation to Business Case Development
- **Design** - using Customer Centered Design techniques
- **Implementation** - Working with development, Product Marketing activities and Launch Preparation.

Participants will practice the activities involved in collecting the key inputs and creating the outputs required at each stage of Product Delivery.

5 How Much?

Standard Rate AUD\$2,995 pp for the full 3 day course.

- Early bird discount of 5% for bookings 60+ days in advance.
- Group Discount of 5% 3+ bookings at the same time.

Alumni Rate AUD\$995 pp for returning participants who have completed the course in the past.

About Your Trainer



Nick Coster

Head of Training Services
& Co-founder of Brainmates

Nick is Brainmates' lead Product Management training facilitator and had trained over 2000 Product Management professionals from companies and industries. He enjoys working with them to help them deliver market-driven product innovation. He brings life to the Product Delivery Framework by sharing his personal experiences as a practitioner of Product Management.

Nick is passionate about the benefits of building products and services that delight the buyer and the user. He has been developing and managing products for over 20 years, with range of different companies including Telstra BigPond, Excite@Home, Optus, Westpac, eBay, Cochlear, and Macquarie University.

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How to register

To register for the course for you and your Product team please get in touch:

Email

training@brainmates.com.au

Phone

1800 BRAINMATES
1800 272 466

Online

brainmates.com.au

Other Courses:

The Essentials of Product Management provides a framework for managing the broad domain of Product Management. Brainmates also provides other courses delve deeper into specific content areas to further build on the skill sets of Product Management Professionals

Practical Agile for Product Management	1 Day
Financial Fundamentals for Product Management	2 Days
Essentials of Product Marketing	2 Days
Business Case Writing	1 Day
AIPMM Certified Product Manager (Exam and Prep)	1.5 days

Private Team Training

For groups of 6 to 16 participants, Brainmates offers Private training workshops to client organisations to hone ins on specific business and product management team needs.

Privately run courses provide the benefit of being able to bring your team together to map the course material and Product Management Framework back to the organisations existing processes. The real world products used as examples throughout the course and can later be used to accelerate the activities outside of the course.

