

# Essentials of Product Management Training



A 3 Day Course

## Course

## Overview

The three-day Essentials of Product Management course is all about setting you up for success in your Product Management career. You'll learn how to identify your customers and dive deep into their problems. You'll discover how to use experimentation and Minimum Viable Products. And you'll learn techniques for successfully building and launching your product or service.

The course experience is designed around interactive exercises, giving you the opportunity to practice using the tools and templates in the class environment, so you're ready to use them on the job.

The course is based on the Brainmates Product Management Framework and is endorsed by the AIPMM (The Association of International Product Marketing and Management).

## How Much?

The investment for three full days of face-to-face training led by a Brainmates facilitator is \$2,995 AUD (inc. GST) per participant, including notes and resources.

## Who Should

## Attend?

Those **new to Product Management** and **Product teams** will benefit most from doing the course.

Those who are new will walk away with the perfect foundation and essential tools in your kit.

Product teams who attend will have everyone using the same language and process. Re-set the team and get ready for improved cadence and business outcomes.

## Learning

## Outcomes

Participants will learn the following:

- ▶ Uncover, prioritise and test ideas.
- ▶ Move from customer problem fit to product market fit.
- ▶ Effectively plan the product delivery and go-to-market activities.
- ▶ Engage stakeholders throughout the product design and implementation process
- ▶ Maximise day-to-day activities, monitoring product performance and keeping abreast of market changes.

## Business

## Benefits

Organisations will see immediate and ongoing benefits investing in Product Management capabilities:

- ▶ More profitable, market-driven products and services.
- ▶ Delighted customers.
- ▶ Minimization of product failure by removing 'gut-feel' Product Management decisions.
- ▶ A consistent approach across product teams and their stakeholders who build, market, sell and support products.

# Course Syllabus

## Module 1 Foundations of Good Product Management

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- What is a Product
- What is Product Management
- Understanding the various roles in Product Management
  - Positioning your role in the Product Management domain
- Key Product Management concepts
  - Problem before solution
  - Buyers versus users

## Module 2 Starting With Strategy & Lifecycle Management

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- Creating an effective Product Strategy
  - Linking Business, Market and Product strategies
- Mapping between the Product Roadmap and Product Strategy
  - Creating and communicating Product Roadmaps
- Principles of Lifecycle Management
  - Reporting and optimising product performance

## Module 3 The Brainmates Product Management Framework

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- Brainmates offers a practical, repeatable approach that can be applied across many organisational structures. The Framework includes three areas of focus:
  - **Product Innovation** teaches Product Managers to quickly identify, test and choose opportunities that solve customer problems and deliver organisational benefits
  - **Product Design** teaches Product Managers to conduct user research, prototype and write effective user stories
  - **Product Implementation** teaches Product Managers to engage with other organisational stakeholders to deliver products

## **Module 4**

### **Igniting Innovation**

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- Generating, collecting and prioritising ideas
- Pursuing the right opportunity through customer discovery and market research
- Aligning the opportunity to strategy
- Iterating and testing the opportunity to identify customer problem fit
- Calculating the opportunity risks and financials
- Communicating and presenting the opportunity to stakeholders
- Making a judgement call to pursue or discard the opportunity

## **Module 5**

### **Designing The Right Experience**

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- Learning the principles of Design Thinking
- Understanding customer goals and tasks through user research
- Synthesizing customer data into meaningful user personas and story maps
- Prototyping solutions and testing for problem solution fit
- Creating user stories and translating stories into product features
- Defining Minimum Viable Product through a value and benefit prioritisation model
- Exploring funding options for solution development
- Finalising the product financials

## **Module 6**

### **Realising Customer Value**

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- Working effectively with design and technical teams to deliver the product
- Communicating the value proposition and the product's competitive position
- Engaging sales and marketing resources to promote the product through right channels
- Preparing the company for product launch
- Launching and celebrating

## About Brainmates

Brainmates are Product Managers who care deeply about creating products and services customers love.

Product Managers and Product Leaders come to us for training, coaching, workshops and consulting. Our job is to turn our trainees and clients into superstar Product Managers.

You can count always on us for an opinion, tools and tips on Product Management.



## About the Trainer

**Nick Coster** is co-founder of Brainmates. He splits his time between training and consulting. You can usually find him at a client site helping Product Owners and Product Managers work more effectively in Agile environments. Nick has deep experience of Product Management, having spent more than 20 years working in organisations including Telstra, Westpac, eBay, Department of Justice, Lend Lease

and Cochlear.

## Contact Us

To find out more about training your Product Management team, and other ways Brainmates can help your business:

- ▶ Go to [www.brainmates.com.au](http://www.brainmates.com.au)
- ▶ Email us on [training@brainmates.com.au](mailto:training@brainmates.com.au)
- ▶ Call us on 1800 BRAINMATES | 1800 272 466

