

Customer Interviewing Master Class

Phone: 1800 BRAINMATES
Online: brainmates.com.au

1 Day Course



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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.

1 Course Overview

Speaking directly to customers is one of the most important activities that Product Management professionals can perform. Effective insights from customers helps to uncover the market needs that will drive the next generation of product innovation.

Unfortunately, most people have had no experience in this skill and either avoid it or do it poorly. Developing the skills, using the best tools and developing the right experience for running customer interviews and workshops is vital for product success. Whether it is the development and testing of a Value Hypothesis, or presenting and testing an MVP experiment, or developing a detailed understanding of the customer needs to develop requirements or user stories Product Management professionals need to be able to plan and run an effective customer interview.

Participants will get exposure to best-practice methods and psychological theory, as well as hands-on exercises and in-depth discussions. Participants will learn how to be more effective and efficient when running interviews, ensuring outputs and insights drive confident decision-making.

2 Learning Outcomes

Product Managers and UX Professionals will learn to:

- Identify the best method for gathering information
- Effectively plan for an interview – including organising participants and writing guides
- Effectively facilitate sessions to ensure desired outcomes are achieved
- Uncover meaningful insights through the analysis and synthesis of qualitative outputs

3 Business Benefits

- Organisations will see the following immediate and ongoing benefits of investing in building their interpersonal and research skills:
- More productive requirements gathering efforts
- A more rigorous approach to research driving better insights
- Better, more informed decision making that can improve profitability

3 Who Should Attend?

Product, Marketing and User Experience people who need to engage with customers and internal stakeholders to uncover insights, validate them (and sometimes invalidate them) and understand the results.

4 How Much?

The price of this 1 day course is \$995 (incl. GST) pp.

About Your Trainer



Jen Marshall

CEO and Senior Consultant at Brainmates

She works with diverse businesses to deliver portfolio-level roadmaps and business case templates. She is adept at designing and conducting customer interviews for the development of personas and customer journeys. She's also an experienced facilitator, passionate about inspiring Product Managers to develop their skills and achieve measurable change in their own businesses

Jen was formerly a Product Director at Fairfax, overseeing publications including afr.com and BRW. She holds an MBA from the Australian Graduate School of Management, BA in Communications from Charles Sturt 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/training

Other Courses:

Brainmates provide other courses that cover the breadth of the Product Management domain or delve deeper into specific content areas to further build on the skill sets of Product Management Professionals

Essentials of Product Management	3 Days
Essentials of Product Marketing	2 Days
Essentials of User Experience (UX)	1 Day
Financial Fundamentals for Product Management	2 Days
Business Case Writing Master Class	1 Day
Practical Agile for Product Managers	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 in 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.

<https://www.brainmates.com.au/workshops>

