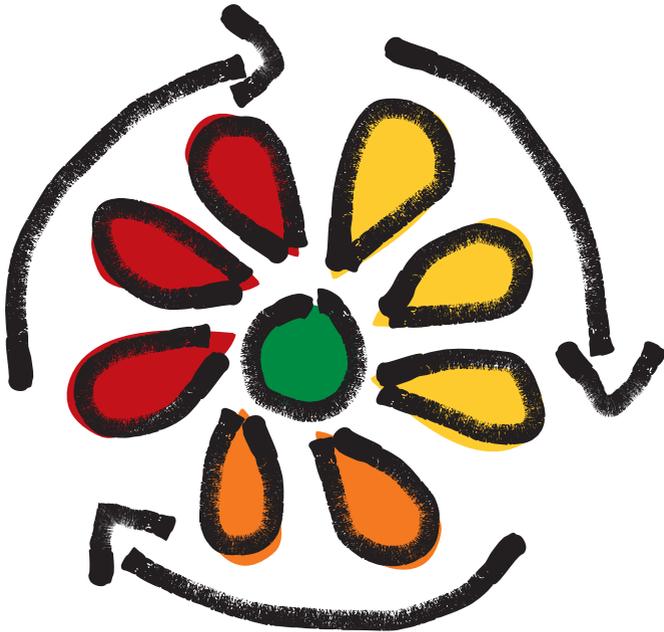


# Essentials of Product Management

Three day course

Become a Product Manager  
*Superstar*



## What we cover

This course provides comprehensive skills and essential, foundational knowledge in how to excel at Product Management.

Endorsed by the AIPMM (The Association of International Product Marketing and Management) and delivered by Brainmates, Product Management specialists who've been at the centre of the Australian and New Zealand Product Management community for 14 years, this course has been referred to by participants as the "gold standard" in Product Management.

This course has been specifically designed to meet Product Managers where they're at, regardless of their seniority or level of competence. Based on the Brainmates' Product Management Framework, the course immerses participants in hypotheticals, group exercises and instructor-led discussions, to equip and empower participants to apply what they're learning throughout the course into their role once back in their workplace.

## Learning Outcomes

- A structured process from product ideation through to launch planning, so you have a replicable, repeatable system to increase your efficacy and reduce your risk.
- Quickly uncover, prioritise and test ideas to ensure you're keeping business objectives and customer problems at the centre of your brainstorming.
- Research target customers to uncover their unmet needs and ensure your products are customer-centric.
- Articulate the market and product requirements for product design, development and marketing purposes.
- Effectively plan the product delivery and go-to-market activities to increase the likelihood of your success.
- Engage stakeholders throughout the product design and implementation process.
- Maximise efforts in juggling day-to-day activities, including monitoring product performance and keeping up-to-date on the market.

## Business Benefits

Organisations receive both immediate and ongoing benefits when investing in their teams' Product Management skills and capabilities.

These include:

- More profitable, market-driven products and services.
- More delighted customers, who happily refer others to you.
- A data-driven process that reduces risk and the likelihood of failure, by not using 'gut feeling' to make expensive business decisions.
- A consistent, rigorous and repeatable approach and language, across product teams and their stakeholders, who build, market, sell and support products, to increase your likelihood for success.

**I enjoyed the immersive format and the opportunity ... to practice those skills with a hypothetical idea in a team.**

Kate Bos, Product Manager, Litmos.

## Who is this for?

Product and Marketing people with at least two years' relevant experience who are seeking to increase efficiencies, reduce risk and cost, and maximise their likelihood for success. Product teams who attend will have everyone using the same language, framework and tools to improve business outcomes.

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## Course Syllabus

### Foundations of Good Product Management

We build a shared understanding and definition of Product, the core responsibilities and various roles of the Product Manager and how the domain of Product Management fits within any given organisation.

### Product Strategy and Lifecycle Management

We study essential Product Management concepts, from creating an effective Product Strategy, to linking business, market and product strategies and mapping between the Product Roadmap and Product Strategy. We look at how to create and communicate Product Roadmaps. We learn the principles of good Lifecycle Management, reporting and optimising product performance.

### The Brainmates Product Management Framework

Our Brainmates framework is a practical, repeatable approach that you can apply to your organisation, regardless of industry, structure,

or size, in order to effectively deliver successful new products and services to market.

The three-step framework involves:

- **Innovate:** move from nascent idea to viable business case, identifying, experimenting and choosing opportunities that solve customer problems and deliver organisational benefits.
- **Design:** using customer-centric techniques to guide the design process, conducting user research, prototype development and writing effective user stories.
- **Implementation:** working with design and technical teams to deliver the value proposition and competitive position, engage sales and marketing resources to communicate and promote the product and prepare to launch.

Course participants will learn and practice the principles and activities involved in Product Management and its related disciplines, including agile, design thinking, customer research and stakeholder engagement.

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## Investment

**AU\$2,995** per person for the three-day course. This includes preliminary homework, our course manual, all tools, resources and frameworks to download and keep forever, and all meals and drinks. (Please let us know of any dietary requirements.)

## About Brainmates

Since 2004, Brainmates has specialised in creating Product Manager superstars! We are Product Managers who care deeply about creating products and services that customers love. Our team of Product and Marketing professionals have extensive experience in the discipline of Product Management across a broad range of industries, and we're keen to share what we know! Product Managers and Product Leaders come to us for training, coaching, workshops and consulting.



## About Your Trainer

**Nick Coster**  
*Head of Training &  
Co-founder of Brainmates*

Nick is Brainmates' lead Product Management training facilitator and has trained over 2000 Product Management professionals from a wide variety of companies and industries.

Nick splits his time between training and consulting, and enjoys working closely with client to deliver market-driven product innovation. He brings to life the Product Delivery Framework by sharing his personal experiences developing and managing product for over 20 years, at organisations including Telstra, Westpac, eBay, Department of Justice, Lend Lease and Cochlear. Nick is passionate about the benefits of building products and services that delight the buyer and the user.

## Register now

Go to <https://brainmates.com.au/training> to register for the course now.

Questions? Email [training@brainmates.com.au](mailto:training@brainmates.com.au) or phone us on 1800 272 466.

## Training, consulting and coaching for your team

Brainmates has extensive experience running workplace training programs, supported by coaching, to embed our Product Management processes within organisations. Regardless of your needs, we can offer a full suite of training, consulting and coaching, from UX and practical agile for Product Managers, to defining the minimum viable product, getting to product market fit, stakeholder management, negotiating and influencing techniques, financial fundamentals, and product lifecycle management.

Bring your team together to increase symbiosis and strengthen your Product focus. Get in touch today to discuss your needs – call Nick on 1800 272 466.

## Other courses

The Essentials of Product Management course is a foundational course relevant to all levels of experience. Brainmates deliver specialised, intermediate-level courses delving deeper into relevant areas related closely to Product Management. These have been carefully designed to build the essential skills to thrive and progress as a Product Manager.

- Customer Research & Discovery
- Pitch your Product!
- Practical Agile for Product Management
- Financial Fundamentals for Product Management
- Essentials of Product Marketing
- Business Case Writing Masterclass
- AIPMM Product Management Certification

**I found it extremely helpful to be able to dissect Product Management and gain a solid foundation, understanding and tools. The course was practical, at a good pace, with great discussions and plenty to take back into the workplace."**

Angelina N Ninnis, Manager Product Delivery, TWC Business Lending, NAB.