Product Management Leadership®
Course Curriculum | 2 DAY COURSE

DAY 1

Aligning strategies

The first session focuses on aligning product strategies to business strategies. In doing so, it improves delegates' ability to interpret, prioritise and validate corporate or 'divisional' business strategies. It also demonstrates how to align business strategies to product line business strategies and how to set and agree common objectives based on this alignment for maximum 'buy-in' across the organisation.

Commercial imperatives

The second session looks at viewing the 'Product as a Business' (PaaB) and begins by examining the relevant merits and drawbacks of managing the business by revenue or by P&L. It then moves onto defining and managing product line strategies to key business metrics, such as customer acquisition and retention, as well as revenue and profitability streams by prospect and customer segments.

Product 'culture'

Delegates start by performing an initial assessment of the overall culture in their organisation, taking into account which stakeholders really own the direction of products. This is followed by an assessment of culture within the product management function, examining a number of factors such as: whether it is too technical or too commercial; what level of seniority and credibility it enjoys; whether the focus is too narrow; and to what extent it is dominated by 'knowledge experts'. The session concludes by exploring how to set the ideal product management culture, how to reach organisational agreement and how to manage to an agreed target.

DAY 2

The Team

To support delegates in building a team that is aligned to meet cultural and commercial goals, a review is carried out of the scope of their product management team, including consideration of different team structures. Skills and experience are analysed and measured against 'best practice' and strategies considered for affecting change. The session then moves on to analyse 'product knowledge', including its relative importance and the need to spread the load across the organisation.

Leading the team

The penultimate session deals with how to lead from the front in a way that reinforces Product Management as the vanguard of the business – and aligns perfectly the business and organisational goals. The importance of a senior product manager's role is emphasised, specifically when it comes to owning, validating and driving strategic messages. Delegates also learn about the value of effective objective setting and management in driving product success.

Beyond the team

Finally, the training concludes by identifying ways of seeking and exhibiting product leadership internally, externally and with other key stakeholders.