



DELIVERING PRODUCT EXCELLENCE



How we can help your team become world class

About Tarigo

We enable product managers to drive success



Established in 2003, Tarigo has built an enviable reputation for delivering high-quality training and consultancy solutions to product teams throughout the world.

Our fresh approach to product management has proven incredibly successful and our capability to adapt to clients' training and consultancy needs has only helped to further this success.

PRODUCT BOOTCAMP

ACCREDITED | INTERACTIVE
LIVE SESSIONS



Already delivered to over 21,000 Product Professionals, our core training program steps through the lifecycle of a product from ideation to retirement.

PRODUCT PRO-SERIES

LEADERSHIP | DEEP DIVE SKILLS
LIVE SESSIONS



For Product Professionals who are ready to go beyond Bootcamp, our Pro-Series offers a suite of advance modules that deep dive on the topics that matter.

PRODUCT EXCELLENCE

SKILLS ASSESSMENT | ROLES AND RACI
CONSULTANCY ENGAGEMENT



Our complete program to transform product organisations, building consistency on skills, frameworks, tools, templates & processes. Enabling teams to deliver Product Excellence.

Tarigo deliver exceptional Product Management training. Their 3-day program has received very positive feedback from Zeiss delegates.

Tarigo worked together with a team at Zeiss and developed training that incorporated our processes and was tailored completely to meet the needs of our team. This was impressive considering the complexities of the Zeiss Meditec product suite and the complex markets we serve.

The net result is an excellent program that offers new product managers a comprehensive understanding of the discipline, whilst still engaging our most experienced PM's as they learn new techniques. Tarigo's actionable tools and canvasses are a high point – they are great at building team work and collaboration and make the training days truly engaging.

I would not hesitate in recommending Tarigo as the partner of choice for any team wanting to build a world class product management function.

Dr. Thorsten Tritschler, Director Product Management Ophthalmic Surgery Systems Medical Technology Business

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About Tarigo

How we work



We use a framework that is made up of 20 tiles that describe the tasks product teams engage in when they build and deliver world class products.

We deliver training on each tile, building bespoke programs to meet your exact needs



Bootcamp

We design and deliver training programs to build the core team strength

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Bootcamp

Build your team strength



This is our bootcamp offer. With missions that bring it to life, it steps through the lifecycle of a product over nine sessions.

It can be delivered in a way that works for you:

- Face to face over three days
- Remotely over nine sessions of ninety minutes each
- Any way that suits your team

The Bootcamp agenda can be configured to your exact requirements both in terms of content and delivery schedule/type

Direct
Weeks 1 & 2



Great vision is built on great research

- ▣ The habits of product managers
- ▣ Introduction to the Tarigo product management framework
- ▣ Build a competitor value curve
- ▣ Start strategizing, stop firefighting
- ▣ Complete a product vision

Discover
Weeks 3 & 4



What the market needs are today and tomorrow

- ▣ Know your market
- ▣ Design thinking, experimentation mindset
- ▣ Work as a team
- ▣ Building an empathy map
- ▣ Collaborate on the innovation canvas

Define
Weeks 5 & 6



Form the business case and build the plan

- ▣ Own your product
- ▣ Make effective decisions and stick to them
- ▣ Building your core value proposition
- ▣ The user story model
- ▣ Build your goal statements

Deliver
Weeks 7 & 8



Launch successfully across the business and to the market.

- ▣ Work to a plan
- ▣ The launch process
- ▣ Define the launch plan
- ▣ Messaging with clarity
- ▣ Build a messaging canvas

Drive
Week 9



Continuously manage, measure and optimise for product success.

- ▣ Recap the habits of a successful product manager
- ▣ Win/loss
- ▣ Marginal gains
- ▣ Product retirement
- ▣ Define your next steps action plan!

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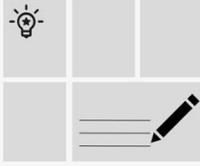
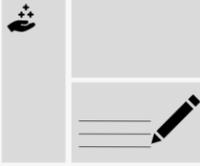
Bootcamp

Tools and Templates



We define and build a suite of tools, templates and papers to support the training.

We can define a suite of branded tools that support your product teams in the execution and delivery of their products and services.

<p>Innovation canvas</p> <p>Why you should use this!</p> <ol style="list-style-type: none">1. Adds the ability to be consistent and drive repeatable results during our ideas assessment phase2. Be able to conduct ideas assessment in an organised and structured fashion3. Quickly define reasons to say no, and equally yes, to product ideas and avoid unnecessary momentum or to move quickly when needed!	<p>User journey canvas</p> <p>Why you should use this!</p> <ol style="list-style-type: none">1. Maintain sight on the persona/user to track their use case2. Adjust to the template indefinitely to suit number of steps in the journey in any B2B/B2C scenario3. Uncover sticking points in the user journey to identify areas of marginal gain for less friction and better user experience	<p>Value prop canvas</p> <ol style="list-style-type: none">1. Build out the value statement of your product2. This is your elevator pitch! In 30 words or 30 seconds, this canvas gives structure to the statement of what makes your product valuable3. Use this tool to build your positioning statement as part of the Messaging canvas
<p>Download Innovation canvas</p>  A simplified icon of the Innovation canvas template, showing a lightbulb icon in the top left, a grid of four boxes, and a pencil icon in the bottom right.	<p>Download User journey canvas</p>  A simplified icon of the User journey canvas template, showing a person icon in the top left, a series of horizontal lines representing steps, and a pencil icon in the bottom right.	<p>Download Value prop canvas</p>  A simplified icon of the Value proposition canvas template, showing a hand holding a coin in the top left, a grid of four boxes, and a pencil icon in the bottom right.



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Pro Series

Deep dive training that links training to real-world work

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Pro Series

Deep dive training



Product teams have real work to do. Real work that requires world class skills. Pro series EMBED connects training to real work, delivering clear and measurable commercial benefit whilst upskilling the team.

Choose from our library of pro series topics or work with us to define specific topics for your team.



Pro series can be delivered in person or remotely following our five-step model:



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Pro Series

Certification



All our training (both Bootcamp and Pro Series) is externally accredited by the CPD Standards Office.



Product Excellence

Our transformation program

PRODUCT EXCELLENCE

SKILLS ASSESSMENT | ROLES AND RACI
CONSULTANCY ENGAGEMENT



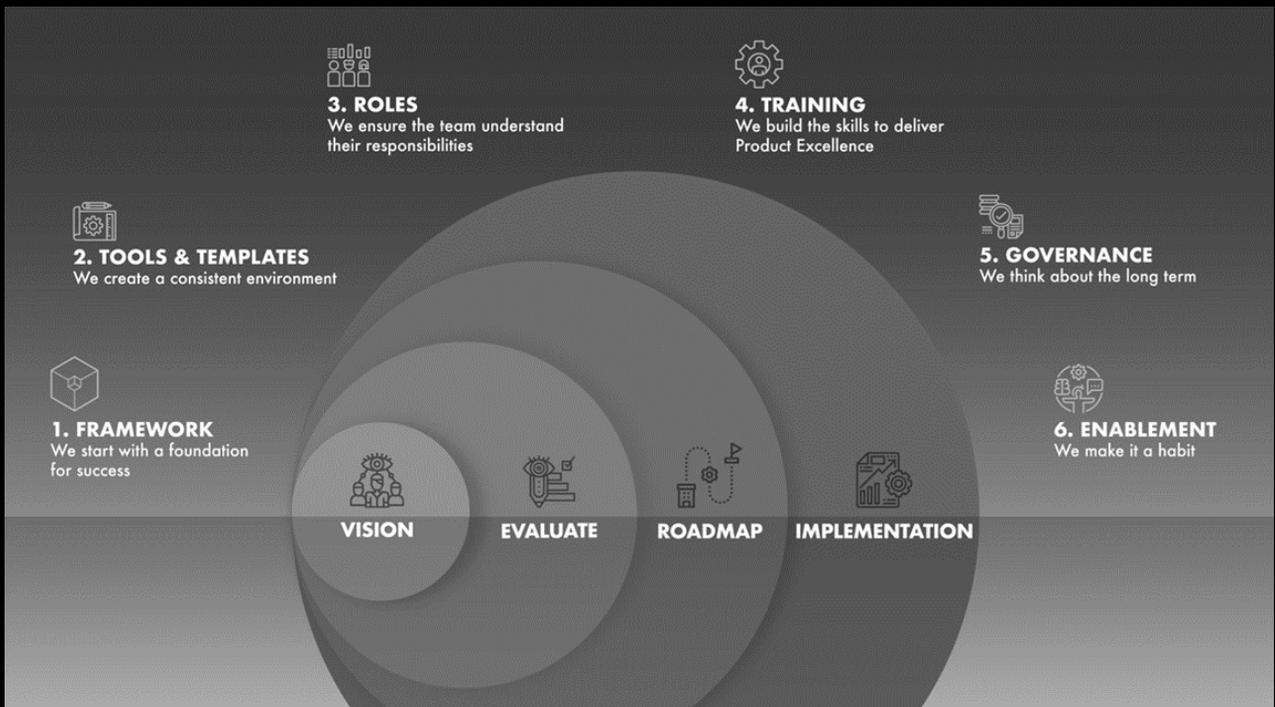
Our complete program to transform product organisations, building consistency on skills, frameworks, tools, templates & processes. Enabling teams to deliver Product Excellence.

Product Excellence

Introduction



Product Excellence is a program designed to drive excellence across people, skills, processes and governance, enabling the delivery of more consistent and successful products to market. Product Excellence starts with understanding an organizations vision for the product team and then executing a plan to achieve that vision.



Build the vision

A great plan needs a grand vision; a north star that sets the direction of travel for the whole program. We work with you to define the vision for product in your organisation.

Define overall framework

We've defined a comprehensive model, but you can add/subtract/change tiles to reflect your business and your governance model

Define the roles

We build out a RACI model of tile ownership across the framework

Measure the individual

We test capability and experience per tile for each team member so that the individual has a framework scorecard

Heat map the group

We show a skills and capability heatmap for the group so you know where the gaps are

Close the gaps

We build coaching and training programs to close the skills and capability gaps

Enable

Delivering product Excellence is only the start. We make it a habit by embedding it into the organisation and transforming the way the team think, feel, and behave with targeted nudges to build the habit of Product Excellence. This can include initiatives such as portal build out, community talks, newsletters, forums, etc.



Case study

Helping a global software company develop consistent capability across the global product community.

The challenge

Sage needed a program to develop a consistent product capability. Operating across 9 locations with different operating models it needed a framework flexible enough to support a variety of products and services across the full product life cycle.

The solution

Understanding - We first identified current skills and processes, then we identified and prioritised the key business needs and opportunities.

Vision & Roadmap – A Vision was crafted to set the North Star direction for the programme, alongside a well defined roadmap full of initiatives to build the capability and deliver the vision.

Deliver, and measure - We continuously track and measure against the objectives. Using the philosophy of marginal gain we apply improvements to everything we do to embed and enhance our initiatives.

The results

A Sage Product Framework; a common language, methods, tools and templates across product, engineering, and design teams.

An always on Product Excellence Portal; one place to access content and training events to help product teams ace it!

Live and online training programmes and events: Foundation, Bootcamp and Pro Series that receive above 90% Net Promoter Score

An average skills uplift of 26% for participants

Tarigo are a key partner to Product at Sage, they help to support our transformation to become a great SaaS company.

Together we are building a great product team and growing a product culture, and it's never been more important than right now, as product talent becomes harder to retain and recruit.

Susannah Garside Director

Learning & Development at Sage



Contact the team to start your
journey to Product Excellence

info@tarigo.co.uk