DELIVERING PRODUCT EXCELLENCE

How we can help your team become world class

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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.

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

ACCREDITED | INTERACTIVE
LIVE SESSIONS

Our consultancy offer. A complete programme 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.

FOUNDATION

Self-paced prodcut management training

Build your skills with 12 self-paced modules that cover the core concepts of Product Management. Using our 5D framework, Product Foundation steps through the key activities that product teams engage in as they drive propositions to market. Product foundation is the ideal background for those who work with product teams, and the perfect start of the learning journey for those in product teams.

Direct
Strategy is at our core.
We use research to set a clear direction for our products and services that drives and directs the decisions we make.

Skills:
Market Research
Competitive Analysis
Mega-Trending
Roadmapping

Modules:
Conducting Market Research
The Competitor Landscape
Building a Product Vision

Discover
Innovation is our heartbeat.
We continuously assess the market enabling us to quickly find and appraise new opportunities.

Skills:
Innovation
Design thinking
Concept validation and prioritisation

Modules:
Design Thinking
Concept Assessment

Define
We get into the detail.
We translate the best opportunities into business cases and user stories that demonstrate clear customer and business

Skills:
Business Case Building
Value Proposition Building
Financials & Pricing

Modules:
Building a Product Plan
Product Pricing (& Financials)
Defining Product Requirements

Deliver
We launch with momentum.
We ensure our products are launched with momentum and provide a an exceptional customer experience.

Skills:
Product Launch Planning
Messaging for Launch

Modules:
Launch Planning
Messaging

Drive
We manage the complete lifecyle.
We work with stakeholders to manage, measure and optimise product and service success.

Skills:
Win/Loss Analysis
Continuous Product Planning
Product Retirement & Replacement Strategy

Modules:
In-life Management
Product Retirement

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BOOTCAMP

We design and deliver training programs to build the core 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 Week 7 **Launch successfully across the business and to the**	• Work to a plan • The launch process • Define the launch plan • Messaging with clarity • Build a messaging canvas
Drive Week 8 **Continuously manage, measure and optimise for**	• Recap the habits of a successful product manager • Win/loss • Marginal gains • Product retirement • Define your next steps action plan!

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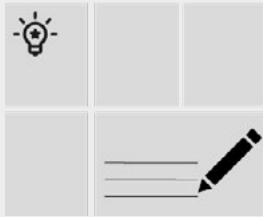info@tarigo.co.uk

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.
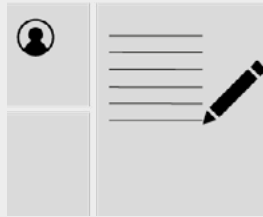
Innovation canvas

- Adds the ability to be consistent and drive repeatable results during our ideas assessment phase
- Be able to conduct ideas assessment in an organised and structured fashion
- Quickly define reasons to say no, and equally yes, to product ideas and avoid unnecessary momentum or to move quickly when needed!

User journey canvas

- Maintain sight on the persona/user to track their use case
- Adjust to the template indefinitely to suit number of steps in the journey in any B2B/B2C scenario
- Uncover sticking points in the user journey to identify areas of marginal gain for less friction and better user experience

Value prop canvas
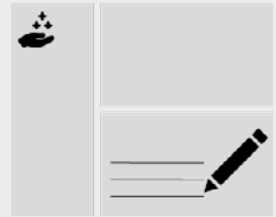
- Build out the value statement of your product
- This is your elevator pitch! In 30 words or 30 seconds, this canvas gives structure to the statement of what makes your product valuable
- Use this tool to build your positioning statement as part of the Messaging canvas

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Deep dive training that links training to real world work

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.

Market research

Review market / mega trends and assess the impact or opportunity they represent. Deliver and maintain a market/ mega trend vision.

Vision setting

Illustrate the target vision roadmap. Define the vision in terms if how features relate to business needs and meet business requirements.

Competitor analysis

Identify key competitors and alternative solutions available to customers in the market. Assess their strengths and weaknesses at a technical and commercial level.

Habits of high performing teams

Work with different functional expertise toward a common goal. Collaborate cross functionally for excellent service delivery and align on common service goals.

Sizing an opportunity

Understand how to think of a market opportunity and explore different market sizing approaches.

Ideation & Idea assessment

Understand the process to collect, analyse, and evaluate data to make effective decisions when looking at new ideas, qualifying these ideas using from ideation, assessment, and validation.

Capability review

Articulate the distinctive competencies (technical, commercial, etc) that differentiate us in the marketplace and define how these can be leveraged for a superior commercial performance.

Product messaging

Communication that is open, frequent, and effective. Understand the importance of communicating well to a cross functional team and to stakeholders.

Pricing and financials

Learn how to monitor and analyse key performance indicators to determine how well products are performing in the market, how it impacts the business, our customers and how it contributes to profit.

Product planning

Articulate what you learned in the market and quantify the risk, including a financial model. Determine the most effective way to deliver a complete solution to an identified market problem.

Launch

Build a launch programme that defines an effective strategy to deliver propositions to market. Plan, execute and measure product launches. Describe the product by its ability to solve market problems.

User stories

Define customer needs through user stories. Articulate and prioritise personas and their stories so that the appropriate products can be built.

PRO SERIES

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

1 **Set the focus**
Leadership can (optionally) set a focus for the pro-series.

2 **Mission Setting**
Delegates set their work-related missions.

3 **Deliver**
Deep drive content is delivered to enable delegates to successfully execute their mission.

4 **Run Mission**
Delegates attend at least one timebound experimentation session. They complete their mission in that session. Delegates can optionally attend more than one timebound experimentation session.

5 **Mission Complete**
Mission is reviewed and signed off. Delegate achieves certification. Awards to the top performers.
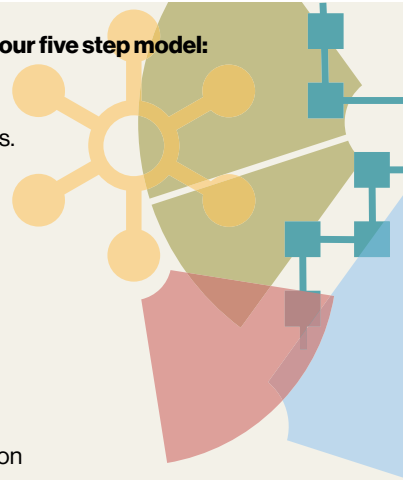
All our training (both Bootcamp and Pro Series) is externally accredited by the CPD Standards Office.

The CPD Standards Office
CPD PROVIDER: 21699
2021 - 2023
www.cpdstandards.com

Accredited
cpd
Course

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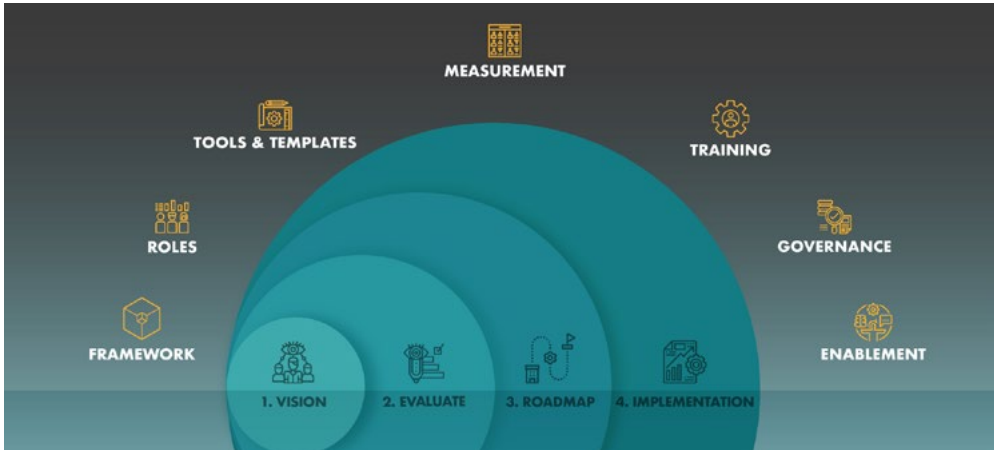
PRODUCT EXCELLENCE

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.

How we deliver Product Excellence

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.

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sage

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 andenhance 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.
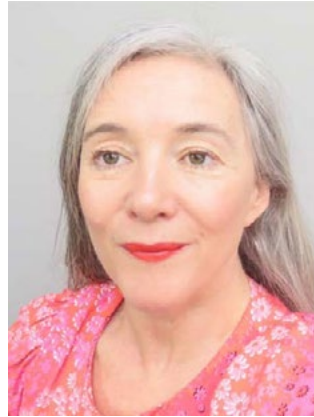
Susannah Garside Director Learning & Development at Sage

START YOUR JOURNEY

Garry Avery
Vision setting & Leadership

Louise Cantrill
Go to market planning

Nick Finnemore
In Life Product Management

Kane Avery
Innovation

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