

PRODUCT STRATEGY GENERATION WORKSHOP

A Facilitated Workshop for Long-Range Portfolio Planning



Strategy Generation Company

The best way to learn how to develop your product or portfolio strategy is to just start building it!

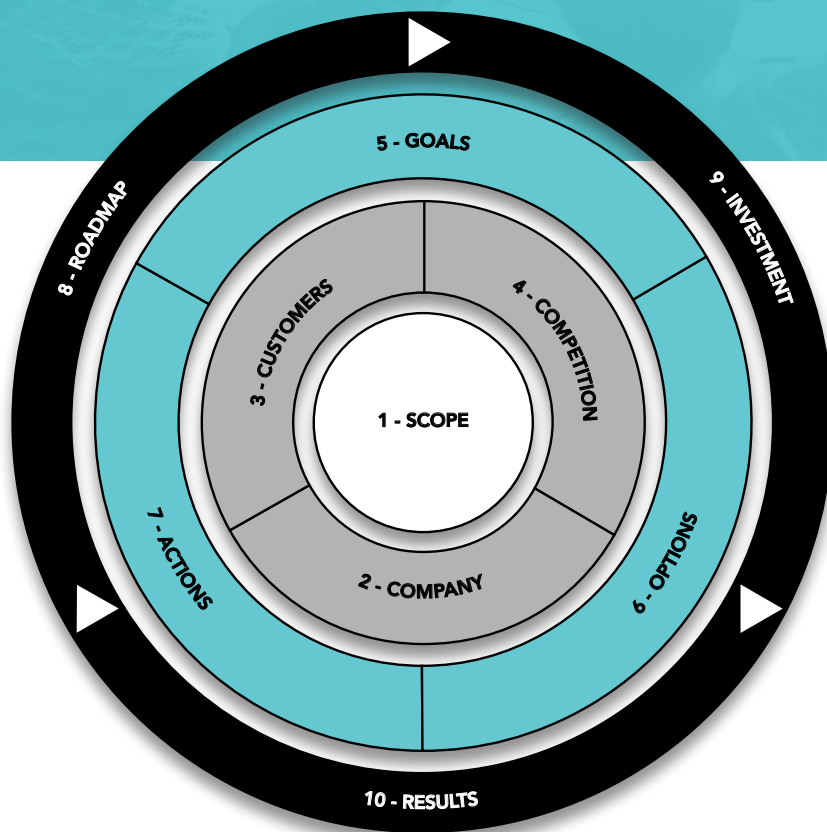
Our Product Strategy Generation Workshop steps participants through the process of portfolio strategy development with a unique combination of learning and doing.

Participants join the workshop in teams, with each team being responsible for a specific product or portfolio that's in need of a strategy. Throughout the workshop, participants are taught each step of the strategy development process, and are led through a series of coached exercises that they apply to their own products in real time. Teams come out of the workshop with a draft of their strategic plans that they can continue to work on and bring to life after the workshop has concluded.



WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders



OUR FRAMEWORK

Our training is designed around a simple framework that features four separate "layers" of strategy development work:

-  Context
-  Analysis
-  Planning
-  Execution

WORKSHOP CONTENTS

CONTEXT

- **Scope** – Product Description and Vision

ANALYSIS

- **Company** – Business and Company Analysis
- **Customers** – Market and Customer Analysis
- **Competition** – Industry and Competitor Analysis

PLANNING

- **Goals** – Goals and Measurable Objectives
- **Options** – Strategic Choices and SWOT
- **Actions** – Strategic Themes and Key Initiatives

EXECUTION

- **Roadmap** – Tactical Activities and Timeline
- **Investment** – Required Strategic Investments
- **Results** – Projected Strategic Results

WORKSHOP INFORMATION

FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- Teams work on their own pre-chosen products and portfolios
- **Customized versions also available**

MATERIALS

- Digital workbook and framework
- Access to our **Strategy Generation Toolkit**

CONTENT BREAKDOWN

- ~55% Group Instruction
- ~45% Exercises and Discussion

OUR TRAINING PROGRAMS

PRODUCT MANAGEMENT WORKSHOPS



Strategic Product Management



Product Strategy Generation



Business Case Development



Go-To-Market Planning



Life Cycle Planning

STRATEGIC SKILL DEVELOPMENT



Strategic Thinking



Strategic Leadership



Voice Of Customer



Business Storytelling



Business Creativity



Strategy Generation Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the key skills needed to succeed in strategic business environments. Contact us today to learn more!