

# STRATEGIC PRODUCT MANAGEMENT WORKSHOP

A Workshop for End-to-End Product Management



Strategy  
Generation  
Company

*Product Management is not a job; it is a process for managing the end-to-end business of a product or portfolio.*

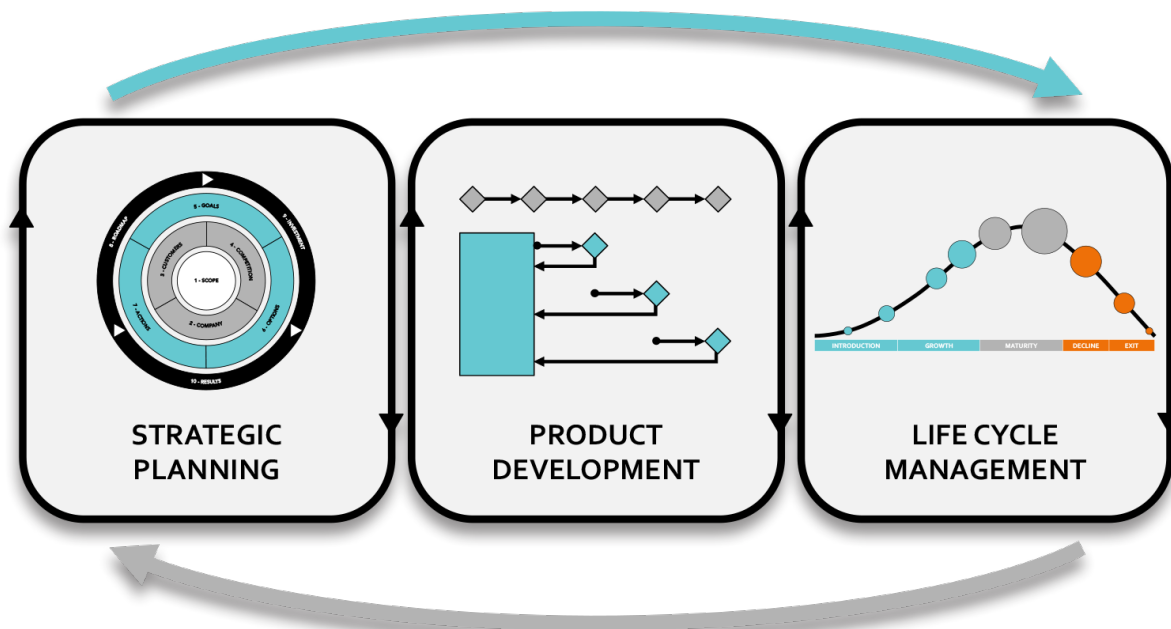
Many product management classes focus on what a product manager's role should be. And although these classes may serve as nice refreshers, they often fall short of teaching product managers the one thing they really need to master - how to manage the overall business of their products and portfolios.

Our Strategic Product Management Workshop not only provides product managers and product teams with the key tools and knowledge they need to do their jobs, but also steps them through the process of managing their end-to-end product businesses using our **Product Management Framework** shown below as a guide. This workshop also serves as an introduction to our four key strategic business planning processes - 1) Strategy Development, 2) Business Case Development, 3) Go-To-Market Planning, and 4) Life Cycle Planning - all of which can be further explored through our separate "deeper dive" product management workshops.



## WHO IS IT FOR?

Product Managers  
Product Leaders  
Business Leaders



## WORKSHOP CONTENTS

### PRODUCT MANAGEMENT OVERVIEW

- What is Product Management?
- Product Management Framework

### STRATEGIC PLANNING

- What is Strategic Planning?
- Product Strategy Development

### PRODUCT DEVELOPMENT

- Product Development Framework
- Business Case Development
- Go-To-Market Planning

### LIFE CYCLE MANAGEMENT

- Managing a Product Business
- Life Cycle Planning

## 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 **Product Management Toolkit**

### CONTENT BREAKDOWN

- ~70% Group Instruction
- ~30% 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!