IT PRODUCT MANAGER COURSE

Improve the Organization's Productivity & Performace!

Proficientz

YOU WON'T HAVE TO "FIGURE IT OUT" AFTER THE TRAINING

Hands-on, how-to learning that's personalized to your products, markets and business model.

UNIQUELY PROFICIENTZ

*A **customer goal** (versus problem) approach that guarantees you're building, marketing and selling solutions with quantifiable impact on the strategic business goals of your target customers.*
LEARN MORE

B2B CERTIFICATION

Push yourself outside the boundaries of traditional product management and get certified on best practices that are uniquely valuable in B2B.

PRODUCT PORTFOLIO MANAGEMENT CERTIFIED

COURSE MODULES INCLUDED

Markets & Customer Goals

Opportunities & Priorities

Build & Deliver

REQUEST ONSITE TRAINING

COURSE OVERVIEW

Managing internal and third-party products in an IT department is different than managing commercial products. Even though many the same principles apply, they're different in practice. Proficientz recognizes those differences and they've been accounted for in this course.

In this workshop, your product management team will come away with a common baseline of best practices, terminology, tools and workflows so they can deliver tactical products and solutions with strategic value to your customer departments. Mixed bag of skills, backgrounds and experience? No problem! This two-day **hands-on, how-to workshop** will get everyone on the same page.

DAY 1 AGENDA

Day 1 Theme: Understand your customer departments as well as they understand themselves so that your products never miss the mark when it comes to delivering strategic value!

- Basic **market segmentation** techniques for internal customers so that everyone operates under a common definition of "market."

- **Organizational personas** that paint a picture of the customer department from the top down so that everything you do is tied directly to outcomes that are strategic to them.
  - You'll love the simple one-page format.

- **What do good business and market requirements look like?** They're a representation of WHAT your customer departments are doing and WHY, without any regard to your products.
  - You get to be the customer and create their strategic, operational and tactical business requirements so that you have a *"can't miss"* target for your product priorities.

- **Situational competitive analysis** that helps product managers fight the mavericks who are only interested in what's best for their department, and not the organization as a whole.

At the end of day 1, you'll know what's most important to your customers (their business goals), why, and the biggest obstacles standing in their way. It's the ultimate foundation for determining product investment priorities.

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TOOLS & TEMPLATES

Paint-by-Numbers Simplicity

Examples to Follow

Online Video Instruction

Click the Framework Activity, Get the Template

ENROLL IN ONLINE TRAINING

DAILY AGENDA (ONSITE)

Optional Breakfast: 8:30

Start Class: 9:00

Break: 10:15

Lunch: 12-1:00

Break: 2:15

Break: 3:45

Adjourn: 5:00

IDEAL PARTICIPANTS

VPs & Directors

Product Managers

Development/Engineering Leads

Business Analysts

Product Owners

Technical Product Managers

CONTACT

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DAY 2 AGENDA

Day 2 Themes:

1. Identify the job tasks with the biggest impact on the business goals of your customer departments and use them to drive product priorities.

2. Simplify execution of design, development, rollout and launch.

3. Operate more efficiently with existing headcount.

- Learn a **two-layered approach for writing user stories** that distinguishes what the user is doing and why from what the product has to do and why.

- Create **MRDs, product plans and backlogs** that lead with the customer value narrative followed by supporting products and features that form the business solutions.

- Create value-based **business cases** to justify product investments.

- Learn how to **communicate** value-based roadmaps and product plans to all audiences.

- Learn how to set **Agile development** teams up for success with best-practices for more accurate estimates and value-based product design.

- Learn how to facilitate **customer focus groups** so that you have greater clarity on the WHAT & WHY questions before defining product priorities.

- Implement a **value-based product enhancement discipline** that simplifies everything for you and your customer departments.

- Develop a **consultative relationship** with your engineering and development teams to get higher-value products with superior usability.

- Learn what's required to execute a successful **product rollout a** that results in higher adoption rates and faster project write-downs.

- Learn how to use your **existing headcount** to operate more efficiently across the product planning and delivery continuum.

At the end of this workshop, you'll know **HOW** to execute with greater proficiency so that you're consistently delivering products and solutions that accomplish two things:

1. Make users measurably better at their job in ways that have value to their business function.

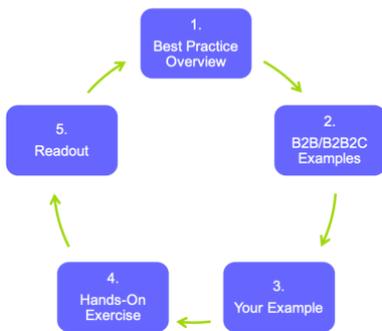2. Drive measurable success for your organization.

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THE PROFICIENTZ DIFFERENCE

Proficientz

Deliver Solutions With Greater Strategic Value

Hands-On, How-To Training

1. Best Practice Overview
2. B2B/B2B2C Examples
3. Your Example
4. Hands-On Exercise
5. Readout

You Won't Have to *"Figure it Out"* After the Training!

80% of every instructor-led and online training course consists of hands-on exercises and role-play scenarios that reflect your real-world. Hands on, how-to training for your products, your customer departments and your business model. You'll know exactly **what** to do and **how** to do it after the training because we'll do it together first in the classroom, real or virtual.

Stop Looking for Customer Problems!

Ultimately, your products are going to solve customer problems but building your product managemet discipline on a problem-based framework is risky. You can solve legitimate customer problems that have no strategic value to the organization.

Proficientz has developed the only B2B product management framework that cuts to the chase. You'll learn a can't miss approach that makes the **top-down business goals of your target customer departments** the focal point of product management. All you have to do is find and eliminate the biggest obstacles standing in their way and you'll never miss the mark.

Change THE conversation
Customer ~~Problems~~ Goals

No More Silos and Competing Priorities!

What's best for every product isn't always best for the organization. Proficientz offers the only framework that's designed specifically for managing a B2B portfolio of business solutions.

Since most of your products target the same customer departments, you'll learn how to use portfolio strategies to align all products to a common set of strategic goals and priorities of your customers. That way, you can rest assured that your products are collectively delivering maximum organizational value.

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