

# Product Strategy

## ISPMA EXCELLENCE LEVEL

### 2+2 Days ISPMA Certificate Program

Creating product strategies is easy - you do that for breakfast. But creating executable product strategies is truly difficult. In addition, how can you create the new great products for tomorrow while you are busy with today's business? You and your strategic thinking will be challenged. You will also gain hands-on tools and knowledge to develop strategies that are used in the everyday work.

With this program you will understand how the product strategy is related to the company's strategic work. Gain in-sight to use the company's strategic direction, and leverage on it to optimise your product line profitability.

The training will also cover Product Architecture, Business Modelling, Strategic Assets, Driving Forces, Sustainable Vector of Differentiation, Resonating Focus and how they connect. This programme combines research from the ISPMA expert group, the Tolpagorni experience and other global research.

## Key Objectives

- Get an overview of the Product Management role and function
- Gain attitudes, tools and knowledge for commercial and strategic product management
- Knowledgebase for passing the Certification tests provided by the ISPMA
- Opens the doors to an international network of certified product management professionals

## What is ISPMA?

The International Software Product Management Association (ISPMA) is an open non-profit association of experts, companies, and research institutes with the goal to foster software product management excellence across industries.

ISPMA establishes software product management as a discipline in both academia and industry, and disseminates and maintains a Curriculum and a Certifiable Body of Knowledge (SPMBOK).

Tolpagorni is a founding member of ISPMA

## Suitable for

- Experienced Product Managers and Head of Product Management
- Individuals from general management, research and development marketing, sales, production, service and support, and controlling

# Course Setup

## Strategic Management eLearning

- Strategic Management
- Corporate Strategy
- Portfolio Management
- Innovation Management
- Resource Management
- Market Analysis
- Product Analysis

### Preparations

- Program Introduction and Process
- Suggested Readings
- Introduction to eLearning

### Day 1 - 2

- Business Models
- Customer Segments
- Partnership
- Channels
- Competition
- Revenue Streams

### 3 w

3 Weeks of Individual Assignments

### Day 3 - 4

- Cost Structure
- Business Measures
- Legal Aspects
- Using Strategies
- Process Management for Product Planning
- Homework presentation
- Program Wrap-Up
- Syllabus Repetition
- Study Time
- Certification Test

## Trainers



**Magnus Billgren**, CEO and founder of Tolpagorni Product Management AB. A global authority on product architecture and product strategies. Magnus has been leading trainings for ISP-MA and at companies like Ericsson and ABB for years.



**Erik Bjernulf** has a broad experience of product management, business development and R&D. In areas including software, electronics and hardware, Erik has been driving products to commercial success.

## Tolpagorni Way of Learning

Face to face instructor led training featuring

- PPT presentations
- Problem solving exercises
- Reading material provided
- Tools given
- Group exercises
- Interactive sessions & discussions
- Networking

### Documentation & Language

Training documentation in English is included. The course language is English (or Swedish if there are only Swedish participants).

### Date

See website for current dates  
<http://www.tolpagorni.com>

### Location

Tolpagorni Training Center,  
Ringvägen 100E  
Skanstull,  
Stockholm

## Company Benefits

- A competitive advantage for your business
- Optimised product management and internal IT-offerings
- Gain immediate value with better work performance in product management
- Minimise the risk of product failure by taking informed Product Management decisions and removing "gut-feel" decisions.

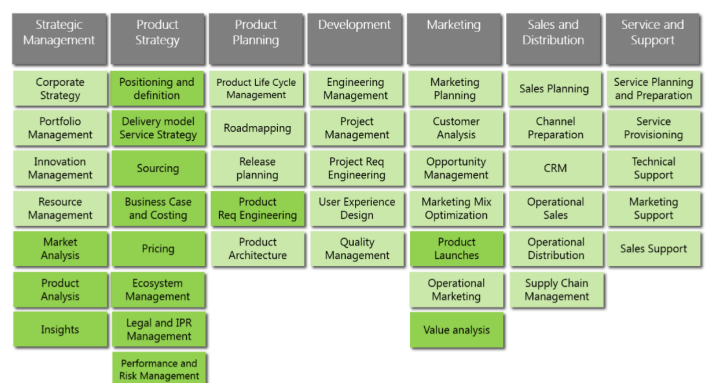
## Why choose Tolpagorni?

- Training alternatives meeting different levels of experience and know how
- Learn from cases and experience sharing in discussions and mini-workshops
- Strong academic foundation to include the latest in research and trends
- We always test our theories, tools and methods presented in training in real-life to ensure reliability
- Trainings available in open format, onsite and 100% online. Blended learning alternatives.
- Sustainable learning concepts
- Money back guarantee if we don't deliver

## Tolpagorni's Product Management Framework

Product management in high tech B2B companies are key organisational processes involving more or less all parts of a company.

The Tolpagorni Product Management Framework is based on ISPMA, with additional "boxes" included to address not only software intensive products but also physical products and services.



■ Core Area of the course

■ Area's you'll get an overview of

Want to know more about our Framework?

[Click Here](#)

### Further Info

[www.tolpagorni.com](http://www.tolpagorni.com)

### Tolpagorni Offices

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