

Empowering high performing product management

PRODUCT STRATEGY

ISPMA Excellence Level



Gain in-sight to use the company's strategic direction, and leverage on it to optimise your product line profitabilitys



2+2 Days
Training

INTRODUCTION



Creating product strategies is easy - you do that for breakfast. But creating executable product strategies that are being used on a daily basis, is truly difficult. It's important that your strategy is aligned with the overall corporate directions and goals and can be used when doing requirement management, road mapping but also in product marketing, segmentation and creating your value proposition. When creating your strategy it is essential to have Insights – how will our target market evolve over the coming period, or what cutting edge technology is out there? Questions that's important to consider when creating a strategy is

- Where do we want to go?
- How do we get there?
- Why will we be successful?

"Obsolete strategy is the biggest reason for failure" - Michael E. McGrath (BOOK CTA)

Without a Product strategy you cannot do the job of product management. 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 optimize your product line profitability.

THE GOAL

You will gain hands-on tools and knowledge to develop strategies that are used in the everyday work. The Business Model Canvas is one of the tools that are used to review and challenge existing business models and systematically invent new ones that change the way a product competes.

We will also go through and learn how to work with Business Driven Product Architecture, Strategic Assets, Driving Forces, Sustainable Vector of Differentiation, Resonating Focus and how they connect.

This program combines research from the ISPMA expert group, the Tolpagorni experience and other global research. Your strategic thinking will surely be challenged!

The training covers:

- Learn the Business model canvas and understand relationships between business model, revenue streams, activities and resources.
- Gain a deeper understanding of customer needs within a clearly defined target customer segments and how to translate the understanding of customer needs into compelling value propositions.
- Understand which are the relevant stakeholders and partners in your ecosystem to be able to create strategies for how to act.
- Learn the magic behind how to make strategies used in your daily work, both when working with requirements and when doing product marketing. Tolpagorni have the tools to make it happen.

Suitable for

- Product Managers
- Head of Product Management
- Product marketing managers
- Individuals from general management, R&D, sales, production, service and support and controlling

A course participant should have at least 3 years of experience in the software industry in general.

COURSE OVERVIEW & SETUP

PROGRAM START 1H WEBINAR	<ul style="list-style-type: none"> • Program Introduction and Process • What challenges do you face in your current role? • Introduction to <i>eLearning</i>*
<i>1 WEEK</i>	
DAY 1	<ul style="list-style-type: none"> • Business Models in the Software industry • Customer Segments and Value Propositions
DAY 2	<ul style="list-style-type: none"> • Partnerships and the Ecosystem Software • Channels • Competition and Other Alternatives • Revenue Streams
<i>3 WEEKS</i>	
<i>Individual Assignments</i>	
DAY 3	<ul style="list-style-type: none"> • Cost Structure • Business Measures, KPIs, Risk Management • Legal Aspects • Using Strategies
DAY 4	<ul style="list-style-type: none"> • Process Management for Product Planning • Homework Presentation • Program Wrap-Up • Syllabus Repetition • Study Time • Certification Test
<i>4 WEEKS</i>	
PROGRAM FOLLOW-UP 1H WEBINAR	<ul style="list-style-type: none"> • From key learnings to application

*STRATEGIC MANAGEMENT ELEARNING:

Strategic Management, Corporate Strategy, Portfolio Management, Innovation Management, Resource Management, Market Analysis, Product Analysis.

KNOWLEDGES & VALUES

For you

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

For your company

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

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

WHO WE ARE

Tolpagorni is a leading trainer in Product Management which provide several trainings during the year related to Agile Product Management, Product Strategy, Product Planning and Product Marketing & Launch.

More than 2.500 people have already followed our different sessions delivered in our Training Center or on Site.

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

WHAT THEY SAID ABOUT THE TRAINING

"I can highly recommend the Product Strategy - ISPMA Excellence course. The skills and experience of the trainers together with thoughtful and creative exercises have given me a better platform to participate in and develop the strategic work. It was also interesting to learn from other participants' experiences, concerns, and solutions. "

KENT ZETTERBERG - Product Manager, ASSET INTERTECH, Inc.

"The ISPMA training provided me with a powerful toolbox and a better understanding of what is important to prioritize and structure in my daily work as product manager"

STEFAN SUNDH - Senior Solution Architect, NEXUS TECHNOLOGIE