

Empowering high performing product management

PRODUCT MANAGEMENT ESSENTIALS

TECHNICAL SKILLS



To guide you into all corners of the product management landscape



1 Day

INTRODUCTION

Strategic decisions can no longer be taken only in the board rooms. It should be your strong belief that Product Management as a function and profession is of growing importance – especially for technology companies.

The Tolpagorni Product Management Essentials Training is a foundation for high tech product management. During this training, you will acquire the necessary tools to handle complex situations and ambiguous decisions. Primarily you will gain the tools to align requirement management with product marketing, market analysis and strategy creation.

THE GOAL

During a full day Tolpagorni expert trainers will guide you into all corners of the product management landscape.

Gaining market insights, creating product strategies, implementing product planning and driving product market launches.

- Get an overview of the product management role and function
- Get hands-on basic tools for everyday situation
- Gain market in-sights and create product strategy
- Build the product marketing and deliver a product launch with efficient requirement management

SUITABLE FOR

- Individuals who are in charge of products, ordering development or collecting market requirements
- People responsible for product marketing and planning product launches New in product management

COURSE OVERVIEW & SETUP

DAY 1	<ul style="list-style-type: none">• Intro to Product Management• Insights• Strategies• Roadmapping• Requirements• Value Engineering• Launches• Role as a product Manager
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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 THIS TRAINING

"Very good overview of product management, for me a good refresh of concepts and some new things."

MARTIN DROTT - Head of Product Management, STATOIL LUBRICANTS