

# PRODUCT MANAGEMENT FOUNDATION

## Training Outline



## Introduction

Digital product development management is an important part of the digital transformation journey taking place in businesses. Product manager is an important role to lead the digital product development process, releasing digital products to market.

The training course is specifically designed for the product manager role and its team envisions the product development management process as a whole:

- ❖ Understand your target customer
- ❖ Understand the potential needs of customers
- ❖ Understand the supply capabilities of competitors in the market
- ❖ Understand the digital strategy development cycle
- ❖ Implement digital strategy into action plan in marketing, sales, product development, customer service and industry regulations
- ❖ Develop product launching and promotion plan
- ❖ Lead and evaluate implementation results from the perspective of a business unit

## Learning Objectives

- ❖ Have clear understanding the product manager role, and the core competencies needs to success
- ❖ Understanding the product management life-cycle
- ❖ Understanding the important of know customer needs and market insights
- ❖ Understanding how to develop the product strategy
- ❖ Understanding the process to planning the product development
- ❖ Oversee the progress product development and plan to launch
- ❖ Understanding the process to post-launch analysis

## Duration

3 – days workshop

## Target Audiences

- ❖ Product Manager
- ❖ Associate Product Manager
- ❖ Product Leader
- ❖ Senior Product Owner
- ❖ Head of Innovation Center

- ❖ Head of Product, Product Director
- ❖ Chief Product Officer
- ❖ Chief Platform Officer
- ❖ Chief Technology Officer
- ❖ Chief Information Officer
- ❖ Business Analysis Leader
- ❖ Business Analysis Manager
- ❖ Product Marketing Manager
- ❖ Head of UX
- ❖ Software Architect
- ❖ Program Manager
- ❖ Head of Digital
- ❖ Who want to become a Professional Product Manager or involve to to Product Management to support Product Manager.

## Prerequisite

- ❖ Participant have less 1 year in involve digital product management
- ❖ Participant have 2 years experiences in management view.

## Level

- ❖ Level Foundation

## Course Outline

### **Module 1: The Role of The Product Manager**

- ❖ Introduction to the Product Management
- ❖ Introduction to Product Lines
- ❖ Role of Product Manager
- ❖ Core Competencies of Product Manager
- ❖ Assessment Your Product Manager Role

### **Module 2: Product Management Life Cycle**

- ❖ Understanding the Product Management Life Cycle Model

### **Module 3: Explore the Customer Segment, Customer Needs**

- ❖ Introduction to Customer and Market Insights
- ❖ Why Insights Matter?
- ❖ What Is an Industry? How Industry Classifications
- ❖ Competitive Environment

- ❖ Customer Needs
- ❖ How Markets are Segmented?

### **Module 4: Digital Product Strategy**

- ❖ Introduction to Product Strategy
- ❖ The Product As A Business: A Strategic Planning Model
- ❖ Tool and Techniques to Develop Product Strategy
- ❖ Product Vision & Product Roadmap

### **Module 5: Digital Product Planning**

- ❖ Introduction to Product Planning
- ❖ Reasons for Product Performance Issues
- ❖ Concept Development
- ❖ Opportunity Statement
- ❖ Value Propositions for The Opportunity
- ❖ Product Positioning
- ❖ Iterative Planning

### **Module 6: Digital Product Planning (Continued)**

- ❖ Decision Matrix
- ❖ Feasibility
- ❖ Preliminary Business Case
- ❖ Feasibility Decision Matrix
- ❖ Product Definition
- ❖ Product Requirements and User Stories

### **Module 7: Digital Product Launching**

- ❖ Introduction to Product Launching
- ❖ Product Development
- ❖ Product Testing
- ❖ Product Launch Planning
- ❖ Launch Metrics

### **Module 8: Post-Launch Performance Management**

- ❖ Introduction to Post-Launch Performance Management
- ❖ Data and Analytics
- ❖ The Marketing Mix
- ❖ Life Cycle Management
- ❖ Turn-off a Product

---

## Training Scenario

- ❖ The course is practical training. The participant will do series workshops with case study related digital product.