



Product Management Intensive™ Workshop

Are you ready to build stronger skills?

Learn from award-winning, practicing product managers

The Product Management Intensive

This is a two-day course that provides you with the key tools and product management best practices you must have in order to move up in your career, including:

- ✓ Managing up and Across in the organization
- ✓ Building product strategy and market requirements
- ✓ Leading marketing and sales support
- ✓ Spearheading GTM and post-launch activities

Taught by award-winning, practicing product management experts, this course offers:

- ✓ Small class sizes and strong individual focus
- ✓ Exercises to apply new skills to work on your current product issues
- ✓ An individual follow-up coaching session increases your mastery of skills

Who Should Attend

- ✓ Any product manager or product marketing manager who wants faster professional growth, new tools, and greater effectiveness
- ✓ Members of the product team who need a thorough grounding in product management processes involving cross-functional participation

Companies who have benefited from our programs include:

- ✓ American Express
- ✓ Bank of Bermuda
- ✓ Cisco Systems, Inc.
- ✓ drugstore.com
- ✓ Experian
- ✓ Ericsson
- ✓ IDX
- ✓ International Game Technology
- ✓ McKesson Corp
- ✓ Microsoft
- ✓ Premera
- ✓ Russell Investment Group
- ✓ T-Mobile

For current schedule and locations:
www.pivotalpm.com

To Register:
866-647-5397
or
info@pivotalpm.com

\$1,595 per person

- ✓ *Early registration discount: \$100 per person.*
- ✓ *Two or more from same company in this session: \$100 additional discount per person.*

Learn.
Apply.
Lead.

Pricing, scheduling, and content are subject to change.





Product Management Intensive™ Workshop

You'll learn and begin to practice in class:

Foundations

- ✓ Roles and Responsibilities
- ✓ Matrix Management
- ✓ Organizational Capabilities

Gated Decision Process

- ✓ Typical applications
- ✓ Adapting for your situation

Market Analysis

- ✓ Problem definition
- ✓ Research techniques
- ✓ Competitive analysis
- ✓ Segmentation

Product Plan and Business Case

- ✓ Positioning and messaging
- ✓ Sales channels, pricing, forecasting
- ✓ Product P&L statement
- ✓ Buy, build, partner
- ✓ Product strategy

Product Roadmap

- ✓ Delivering on strategy
- ✓ Creating and communicating the roadmap

Market Requirements

- ✓ Whole-product concept
- ✓ Collecting, organizing, recording, and prioritizing
- ✓ Sources, methods, and tools
- ✓ Review, selection, negotiation

Product Manager's Role in Development

- ✓ Product team functions
- ✓ Negotiating scope
- ✓ Schedule management
- ✓ Change management
- ✓ Risk management

Operational Readiness

- ✓ Packaging, manufacturing and distribution
- ✓ Service, support and implementation
- ✓ Sales operations, internal training

Marketing and Sales Support

- ✓ Marketing communications strategy and planning
- ✓ Awareness, leads, sales tools

Product Introduction

- ✓ External validation through prototyping, market tests
- ✓ Launch planning

Post-Launch

- ✓ Sustaining marketing
- ✓ Measuring success
- ✓ End-of-life strategies

Learn from award-winning instructors and practicing Product Management pros

Recipient of AIPMM's 2006 and 2007 "Excellence in Product Management Education" award, Pivotal Product Management is led by Linda Merrick and Mara Krieps. Both are working product managers who also serve as instructors and advisors for the University of Washington's Certificate Program in Software Product Management, and are AIPMM Certified Product Managers.

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