



# Agile Product Management Intensive® Workshop

Learn new Agile techniques to bring products to market faster and with greater success

## The Agile Product Management Intensive

This is a two-day course that provides Product Managers and Scrum Product Owners with the key tools and software product management best practices needed to deliver more value to the business and work more effectively with Agile software development teams.

- ✓ Building product vision, strategy, and roadmaps
- ✓ Planning achievable and valuable releases
- ✓ Managing diverse stakeholder groups
- ✓ Spearheading go-to-market and post-release adoption activities

## Effective, Relevant Training

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

- ✓ Small class sizes and strong individual focus
- ✓ In-class work sessions to apply new skills directly to current products
- ✓ Individual follow-up coaching sessions to increase mastery of skills

## Who Should Attend

- ✓ **Product Managers** who need to work more effectively with their Agile teams
- ✓ **Scrum Product Owners** who are ready to make a stronger contribution to the business
- ✓ **Members of the product and Scrum team** who need a thorough grounding in software product management processes involving cross-functional participation

See [www.pivotalpm.com/apmi](http://www.pivotalpm.com/apmi) for next workshop in Bellevue, WA

- ✓ \$999 per person before Feb. 16
- ✓ \$1,149 per person regular price

## Companies who have benefited from our programs include:

- ✓ Avanade
- ✓ Cisco Systems, Inc.
- ✓ drugstore.com
- ✓ Ecova
- ✓ Microsoft
- ✓ Railinc
- ✓ Russell Investment Group
- ✓ T-Mobile
- ✓ Yahoo!

This workshop also available for corporate teams.

Learn.  
Apply.  
Lead.

Pricing, scheduling, and content are subject to change.





# Agile Product Management Intensive<sup>®</sup> Workshop

You'll learn and begin to practice in class:

## Foundations

- ✓ Factors in product success
- ✓ Roles and Responsibilities
- ✓ Product life cycles

## Product Planning

- ✓ Cross-functional teams
- ✓ Lean Canvas
- ✓ Decision processes

## Crafting Vision

- ✓ Customer development process
- ✓ Target customer and user definition

## Market Analysis

- ✓ Market sizing
- ✓ Competitive analysis
- ✓ Value proposition and positioning

## Product Strategy

- ✓ Buy, build, partner strategies
- ✓ Crafting a strategy statement
- ✓ Creating strategic roadmaps

## Market Requirements

- ✓ Whole-product concept
- ✓ Stakeholder analysis
- ✓ Epic-to-story breakdown
- ✓ Acceptance criteria

## Release Planning

- ✓ Prioritization for business value
- ✓ Minimum Viable Product
- ✓ Applying velocity
- ✓ Addressing technical debt

## Marketing/Adoption Planning

- ✓ Communications strategy and planning
- ✓ Buying cycle optimization
- ✓ Measurable marketing
- ✓ Cross-functional launch prep

## Post-Launch

- ✓ Product and process metrics
- ✓ Dashboards
- ✓ Retrospectives and business reviews

## Learn from award-winning instructors and practicing Product Management pro's

Two-time recipient of AIPMM's "Excellence in Product Management Education" award, Pivotal Product Management is led by Linda Merrick and Mara Krieps. Both are working product managers who are former instructors for the University of Washington's Certificate Program in Software Product Management, and are AIPMM Certified Product Managers and Agile Certified Product Managers. Linda and Mara were named two of the 2009 Top Women in Technology by Puget Sound Business Journal's technology news site TechFlash.com.

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