eficode

World Class Product Leader

Next level Product Management training to develop and manage winning high tech products and services.

Who is this course for:

Product Managers, Business Developers and Product Owners who drive business of their products and services.

World Class Product Leader

Achieve

1. **React faster** to dynamic market needs and invest in the right opportunities
2. **Develop** the **right product** for your customers
3. **Maximise the value** from your products
4. **Enable growth** with product thinking
5. **Improve collaboration** with sales, marketing and development organizations

Product Leaders will learn to:

Product Strategy

Create and use a winning product strategy and goals

Product Marketing

To make your products easy to sell. Create resonating messages to the buyers of the products.

Product Planning

How to analyze customer needs, prioritize and define them, and how to work with the dev team

Manage Product Lifecycle

What kind of metrics work in different product lifecycle stages. The tools and processes that can be used.

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Structure of the training

The training combines lectures, examples and exercises.

Weight of different topics/modules can be adjusted during the delivery to address the specific needs of the customer.

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Agenda of the training

Introduction to strategic product management
- Your expectations
- Domains of product management

Organizing and managing product management
- Many roles of product manager
- How to develop product management skills
- Product management interfaces

Introduction to product strategy
- What is product strategy?
- Drivers of product strategy
- How to prepare a product strategy

Market opportunity
- Feasibility study and analysis
- Business modeling
- Building a business case

Product planning and requirements management
- User personas and their needs
- Product requirements
- Customer journey and the whole product

Product marketing and pricing
- Buyer personas
- Segmentation and positioning
- Customer value-based pricing
- Defining a pricing model
- Psychology of pricing

Product lifecycle management
- Product lifecycle model
- Monitoring lifecycle and product profitability
- Roadmapping

Scope of the training

The training is based on Eficode's own product management reference model.

It covers the complete product management working domain from product strategy to lifecycle management.

Practical information

Duration of the standard training is 2 days.

Optional 3rd training day enables more practising with the introduced processes and tools

The training is available on-site or on-line

Pricing

12 000 EUR / 2 days
14 500 / 3 days
Max 16 participants,
Excluding VAT, travel and premises

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When will your organization benefit most from the training?

Product Leader roles need clarification
If your product managers are fully booked for short term tactical activities like routine sales support, technical support, delivery the organization will risk its competitiveness in the market in the long run.

Product Managers need more business understanding
Many Product Managers do have technical background. The skills related to technology or product development are not enough to understand strategy, business, market logic and product marketing.

Transform project business to product business
Is your company moving towards a more productized offering? Many great product companies have started in project business and or serving very small amounts of customers. The journey towards productized solutions needs new competences

Respond to projected high growth
Your organization is growing with business. Does your organization scale for growth? When the organization grows and the number of products and services grow there will be a need to have product management. Once you are in that point you have to define the roles and responsibilities for product management**.**

Need for Business Agility
Product strategy derived from your company strategy is mandatory to connect all stakeholders together (sales, marketing, PM, development) and facilitate long term targets (growth and profitability)

Why Eficode ?

We have trained 1000+ product directors, managers, and lead developers in Finland and abroad with excellent feedback.

Delivered many projects in developing Product Management and launching projects for SMEs and listed companies working in an international environment.

Consulted in product projects for several companies representing different sizes and industries.

Eficode's expertise covers also Agile practices, DevOps and related tools. We know how to be become business agile as an organization.

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