



Agile Product Management Intensive® Workshop

Advance from Product Owner to *Product Leader*
Learn from award-winning, practicing product managers

The Agile Product Management Intensive

This is a two-day course that provides 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
- ✓ Creating business cases and choosing key success metrics
- ✓ 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

- ✓ **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

Every Workshop Customized

We work with groups developing software for internal use, as well as commercial software companies.

Upon learning your situation and needs, we'll tailor the 2-day Agile Product Management Intensive syllabus to ensure that every minute is relevant and high-value for your organization. The following page lists topics that can be included.

Get Started Today

When you contact us, we'll listen to your needs and begin the process of tailoring the workshop to produce the maximum benefit for your team. Once we understand your goals and your team size, we're happy to provide an estimate.

Available for groups of five or more.

Contact us to discuss your team's needs:
866-647-5397
or
info@pivotalpm.com

Companies who have benefited from our programs include:

- ✓ Avanade
- ✓ Bank of Bermuda
- ✓ Cisco Systems, Inc.
- ✓ drugstore.com
- ✓ Ecova
- ✓ International Game Technology
- ✓ Microsoft
- ✓ Railinc
- ✓ Russell Investment Group
- ✓ T-Mobile
- ✓ Yahoo!

Learn.
Apply.
Lead.

Pricing, scheduling, and content are subject to change.





Agile Product Management Intensive® Workshop

You'll learn and begin to practice in class:

Foundations

- ✓ Roles and Responsibilities
- ✓ Matrix Management
- ✓ Product teams

Product Lifecycles

- ✓ Products vs. projects
- ✓ Analyzing lifecycle stages

Crafting Vision

- ✓ Problem definition
- ✓ Target customer and user definition

Market Analysis

- ✓ Research techniques
- ✓ Competitive analysis
- ✓ Segmentation
- ✓ Positioning and messaging

Business Case

- ✓ Product pricing
- ✓ Revenue forecasts
- ✓ Cost/benefit analysis

Product Strategy

- ✓ Buy, build, partner strategies
- ✓ Crafting a strategy statement

Product Roadmap

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

Market Requirements

- ✓ Whole-product concept
- ✓ Stakeholder analysis
- ✓ Acceptance criteria

Release Planning

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

Fast Feedback Techniques

- ✓ Concept, feature, and design validation
- ✓ Building customer communities

Operational Readiness

- ✓ Software-As-A-Service delivery
- ✓ Service, support and professional services
- ✓ Sales operations, internal training

Marketing/Adoption Planning

- ✓ Communications strategy and planning
- ✓ Awareness, leads, sales tools

Post-Launch

- ✓ Sustaining communication
- ✓ Measuring product performance
- ✓ End-of-life strategies

Managing Up & Across

- ✓ Managing diverse stakeholder groups
- ✓ Driving collaborative decisions

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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