Product Management Intensive® Workshop

Are you ready to launch more successful products?
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
- ✓ Creating business cases and key success measures

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 to work on your current product issues
- ✓ Individual follow-up coaching sessions to 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

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 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.

pivotal PRODUCT MANAGEMENT

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
- Validation techniques
- Launch planning

Post-Launch
- Sustaining marketing
- Measuring success
- End-of-life strategies

Learn from award-winning instructors and practicing Product Management pros

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 in the University of Washington's Certificate Program in Software Product Management, and are AIPMM 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.

Learn.
Apply.
Lead.

pivotal
PRODUCT MANAGEMENT

Pricing, scheduling, and content are subject to change.