



# Market Discovery

Learn to effectively engage with customers to gain valuable insights that inform your product management and marketing decisions.

This workshop explores techniques for effective market discovery, including research methods, customer interviews, competitive research, and analysis.

Through a combination of lectures, group activities, and hands-on practice, you will learn the following:

- The **importance of market discovery** in product management and marketing
- **Research methods** to gather insights on your target market, including online research, surveys, and observational research
- How to conduct **effective customer interviews**, including how to prepare, ask open-ended questions, and build rapport with customers
- How to conduct **competitive research** to understand your product's position in the market and identify opportunities for differentiation
- How to **analyze and synthesize** market feedback to identify patterns and insights

By the end of the workshop, you will have the knowledge and skills to conduct effective customer discovery and use the insights you gather to inform your product decisions.

All Product Growth Leaders offerings are built around interactive sessions following the **L-E-A-P approach**.

**L - Lesson** in an interactive format

**E - Extend** your learning with new tools and repeatable methods

**A - Apply** to your product or market

**P - Peer Review** led by a coach in a live session.

The workshop is led by an experienced product coach with a track record of success in customer discovery. They will provide valuable insights, best practices, and real-world examples to help you apply what you learn to your own work.

Contact [growth@productgrowthleaders.com](mailto:growth@productgrowthleaders.com) to learn more