



Pragmatic Implementation

Product professionals who attend Pragmatic classes come away energized. But they are often confused about where to begin.

Guide your Pragmatic implementation with experienced coaches

It's hard to know where to begin when implementing the methods and ideas from your Pragmatic classes. How do you get started?

Identify your top priorities. Begin with a gap analysis to profile each of the 37 activities on the Pragmatic framework. Determine each activity's importance and assess its current state.

Ensure ownership of key deliverables with clear roles and responsibilities. Clarity in ownership is a big issue for all teams. Expand the concept of ownership to a full RACI: Responsible, Approves, Consulted, and Informed.

Design your process and playbook. Create a process from idea to product to market with a playbook of the necessary templates and models for each activity and deliverable.

Created by **industry pioneer Steve Johnson**, the **Pragmatic Implementation** package distills decades of experience into bite-sized sessions that you can apply immediately.

What's included

- 1. Gap Analysis and roles and responsibilities workshops**
(4 virtual sessions)
- 2. Define your process and your playbook**
(8 virtual sessions)
- 3. Executive briefing** to share the results from the workshops and define next steps.
- 4. Monthly progress check-ins with the team leader(s)** (5 sessions)

Leverage your investment in Pragmatic with a guided implementation.

Agenda of Key Topics

Market Problems

Learn to identify problems and outcomes that drive innovation. Together we'll examine the techniques for performing customer discovery, particularly interviews and observation, to ensure your product meets the needs of your market.

Business plan (on one-page)

Is it time for a one-page business plan? In this lesson, we'll define your product on a single page with a Product Canvas and introduce a prioritization method called IDEA.

Product Roadmap

One of the biggest challenges of planning is aligning deliverables to make the biggest impact in the market. Too many teams attempt to release capabilities based on development convenience rather than market need. In this module, we'll look at roadmapping capabilities using simple techniques that ensure corporate support.

Buyer and User Personas

Create personas and use their stories to drive your product delivery and campaigns. Understand who uses your product, understand their workflows, and understand the challenges they face.

Requirements and Use Scenarios

Use the problem story format to empower your product team with insights about personas and their problems. Determine the right level of precision for stories in your organization.

The Launch Plan

Just because the development is finished doesn't mean the product is ready to launch. In this module, we'll discuss how to align the rhythms of your internal teams with the events in your industry to create impactful product releases and define responsibilities and tasks for effective product release and launch.

Product Profitability and other Metrics

How do you measure success for your product? We'll learn metrics that track the product you have now and guide the product you'll have next. This module encourages teams to examine the health of the product and define achievable goals to measure success.

This applied coaching series follows the **L-E-A-P approach** to learning:

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.



Certification from the **Quartz Open Framework** included.

Contact growth@productgrowthleaders.com to learn more