

Questions for Vetting Product Management Training and Professional Development Partners

As you explore and evaluate product management training and professional development partners, here is a list of key questions you should be asking potential partners to understand how well they get applied professional development.

What percentage of your program is lecture versus applied?

Ideally, you would want the program to focus more on applying and transferring the learnings than the lectures.

Do you offer coaching programs or workshops that integrate with your teaching?

Ongoing coaching and workshops that focus on applying the concepts to real-world markets, products, and organizations improve learning results and provide immediate value to your business.

Does it engage non-product stakeholders in a program?

If so, what is the additional cost? Improving the organization's understanding of product management is critical to enabling product management and its success. Providing access to these stakeholders is vital for this success. It should not be a tool used to raise the price of a program.






Do you provide access to ongoing coaching or advisory sessions?

Professional development needs to be an ongoing process. A partner needs to be able to support you on an ongoing basis.

What are your peer community offerings?

Building a network of trusted peers is important, inside and outside your organization. While large peer communities, private or on social platforms like Facebook or LinkedIn are great, the ability to participate in more focused and personal true peer groups through regularly scheduled, facilitated meetings has proven to be an excellent tool for professional and leadership development across all industries and functions.

How does your training vendor compare?

Offering	 Product Growth Leaders	Vendor 2	Vendor 3
Active learning with minimal lecture			
Integrated coaching			
Stakeholder briefing included			
After-training coaching and consulting			
Peer community	