



# Fundamentals of Managing Products

Get a strong foundation for product management with a focus on the market and its problems in this interactive workshop.

## Remove the Chaos in Product Management

Improve your product skills with this 9-week professional development program.

The **Fundamentals of Managing Products** helps you clearly define your process and master your craft. Get a strong foundation for the mechanics with a focus on the market and its problems.

Created by **industry pioneer Steve Johnson**, the **Fundamentals** series distills decades of experience into bite-sized lessons that you can apply immediately.

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.

## Weekly Topics

1. Getting Started: Problems, Process, and People
2. Market and Problem Discovery
3. Business Planning and Prioritization
4. Roadmaps and Roadmapping
5. Understanding Segments and Personas
6. Problems, Requirements, and Stories
7. Release and Launch planning
8. Metrics & Retrospectives
9. The Steps to Change

Master product management — the equivalent of a three-day course, all in two sessions per week for 9 weeks.

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

# Agenda of Topics

## **Getting Started: Problems, Process, and People**

Begin with an overview of the fundamentals of managing products with a simple framework for defining team responsibilities for product strategy, planning, growth, and more, and use your pre-work to identify which activities are yours and which belong to others.

## **Market and Problem Discovery**

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 Planning and Prioritization**

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 a prioritization method called IDEA.

## **Roadmaps and Roadmapping**

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.

## **Understanding Segments and 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.

## **Problems, Requirements, and Stories**

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.

## **Release and Launch Planning**

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.

## **Metrics & Retrospectives**

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. We also explore retrospectives on market and business results. This module encourages teams to examine the health of the product and define achievable goals to measure success.

## **The Steps to Change**

How will you change your process and focus? Make time for product management. Focus on doing the right things right, and remove the chaos from your product management process.



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