



# Principles of Product Strategy

Turn your product managers into business managers of their products with expertise in strategic planning, product financials, and competitive positioning.

## Turn Your Team into Business Leaders

The Principles of Product Strategy develops the business and strategy skills of product managers to help them maximize the value created for the market and your organization across each stage of their product's lifecycle.

### Topics

1. Analyze the Market Landscape
2. Assess Your Product Performance
3. Define Your Product Strategy
4. Identify Strategic Options
5. Focus Your Strategic Initiatives
6. Validate Your Product Strategy
7. Get Strategic with Positioning
8. Make the Business Case
9. Communicate Your Strategy

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

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.

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

# Agenda of Topics

## **Analyze Your Market Landscape**

Learn to analyze and understand the external factors impacting your product, specifically the market and competition. Together we'll review key sources of market insights and use the Market Canvas to summarize these external factors.

## **Assess Your Product Performance**

Assess the performance of your product better understand its current state. In this lesson, we'll review many methods for assessing product performance and create a product status dashboard to help you visualize your product's performance.

## **Define Your Product Strategy**

Building from your understanding of the current state of the product, define (or re-define) your product strategy. Identify your strategic opportunities, the ideal target customer, your competitive differentiation, and how you will measure success in a Product Strategy Canvas.

## **Identify Strategic Options**

Explore multiple ways to identify potential strategic initiatives including the Product-Persona matrix, Lifecycle vs Market Position, and Situational Growth Strategy Matrix.

## **Focus Your Strategic Initiatives**

Having evaluated your potential strategic initiatives, you're ready to focus on the best options. Use a repeatable process to help you focus your product strategy on the initiatives with the best chance of success.

## **Validate Your Product Strategy**

Learn the importance of engaging with the market to validate your strategy. We'll review how to engage the market to validate your strategy and market potential, and get the data to help make the business case.

## **Get Strategic with Positioning**

Start defining the strategic positioning for your product or initiative. Who is it for? What problems does it solve? Why is it different from alternatives? Learn the three keys to strategic, value-based positioning.

## **Make the Business Case**

Learn key aspects of the business case including pricing, positioning, and financials. Building on these aspects, you will work on developing Objectives and Key Results for the strategy, and complete the business plan for your product.

## **Communicate Your Strategy**

How do you communicate your strategy to executives and other stakeholders? We'll look at the key deliverables in an executive overview including personas and their problems, roadmap and release plan, objectives and key results, and financials.



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