

# Interactivity and Communication<sup>™</sup>

## COURSE DESCRIPTION

Interactivity and Communication<sup>™</sup> (IC) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively communicate with diverse audiences and individuals encountered in the course of a product manager's job.

Soft skills are non-technical business skills that often impact the success of development projects more than technological skills. The need for specific soft skills has become imperative to product managers' job performance, as nowadays many of their activities are outbound oriented. This seminar explores crucial soft skills, specifically in the context of a product manager's line of work.

## COURSE SYLLABUS

### Introduction

- Soft Skills Universe
- Right Blend of Skills

### II. Business Competence

- Analyst Relations
- Product Demo
- Product Review
- IPO Road-Show

### III. Social Competence

- Elevator Speech
- Customer Service
  - Customer Importance
  - Customer Expectations Management

### IV. Personal Competence

- Difficult People
- Product Management Interview
- Negotiation
- Professional Conduct

- Business Etiquette
  - Telephone Interaction
  - Email Etiquette
  - Tying a Tie
- Effective Study

### V. Internal Marketing

- Organizational Framework
- Work Environment
- Establishing Credibility
- Projecting Professionalism
- Success Factors

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