

On-site Facilitation Workshop™

WORKSHOP DESCRIPTION

Description

The Blackblot on-site facilitation workshop is either a half-day or full-day event that introduces the concepts, roles, responsibilities, tasks, and processes in product management, and is used to facilitate an internal common understanding and discussions about product management.

Audience

This workshop is intended for corporate product management (product planning and product marketing) teams in conjunction with interrelated corporate functions (executive management, engineering, and program management).

Scheduling and Goals

The Blackblot on-site facilitation workshop can be held either before or after the company's team attends the Blackblot product management training program.

- Pre-Training – Assist the company to gain a better understanding of product management and determine the applicability and suitability of the Blackblot product management methodology to the company's needs.
- Post-Training – Expose company personnel, other than product management, to the product methodology that was taught to the company's product management team after attending the Blackblot product management training program.



WORKSHOP SYLLABUS

I. Presentation

Establish common level of knowledge and understanding about product management.

II. Current Situation Assessment

Determine product management maturity level in the company.

III. Discussions

View the potential to improve current product management practices.

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Agenda

The Blackblot on-site facilitation workshop agenda is comprised of three distinct phases:

- 1. Phase One** – Blackblot Product Management Models presentation that establishes a basic common level of knowledge and understanding about product management. This presentation is an overview of product management and audience attendance should be as diverse as possible with attendees from various corporate departments. (~Two Hours).
- 2. Phase Two** – Current situation assessment, via a gap analysis and a performance review, to determine and assess the product management maturity level in the company. This phase will highlight issues that need improving and will produce pertinent topics for discussion. (~One Hour).
3. Half Day -- Lunch Break --
- 4. Phase Three** – Engage in effective internal discussions to view the potential to improve current product management practices. This phase will be a series of discussions about the topics uncovered in Phase Two. (~One to Three Hours).

* This service is complementary to Blackblot's Strategic Product Management[™] training program.

CONTACT:

+972-3-9508880 | info@blackblot.com | www.blackblot.com