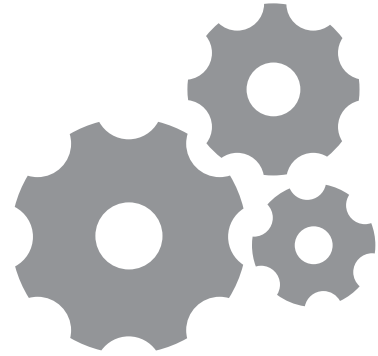


PMTK Implementation Project[™]

PROJECT DESCRIPTION

Description

The Blackblot PMTK Implementation Project[™] is an on-site, post-training, expert-guided engagement to align corporate product management functions with the Blackblot Product Manager's Toolkit[™] (PMTK) methodology. The planning and execution of the Blackblot PMTK Implementation Project[™] is accompanied by a Blackblot PMTK methodology expert.



Objective

The Blackblot PMTK Implementation Project[™] is designed to help companies improve their product management processes through effective execution of product management processes and tasks that are based on the Blackblot PMTK methodology. The long-term goal is to promote continual improvement via the ongoing identification of areas of relative benefit that the Blackblot PMTK methodology holds for the company and then reaping those benefits by adapting the relevant parts of the methodology.

Project Agenda

The Blackblot PMTK Implementation Project[™] begins with evaluating the company's product management processes by utilizing the Blackblot PMTK methodology to identify gaps in roles, responsibilities, processes, procedures, tools, and techniques. The next stage is to develop a PMTK implementation plan to address the identified gaps and improve the overall product management process. The last stages of the project help build internal consensus and commitment to the proposed changes.

PROJECT STAGES

I. Foundation Stage

- Assessment and Measurement
- General Processes and Structures
- Product Planning Processes
- Product Marketing Processes

II. Commitment Stage

- Building Consensus

III. Execution Stage

- Enacting Change

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

CONTACT:

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