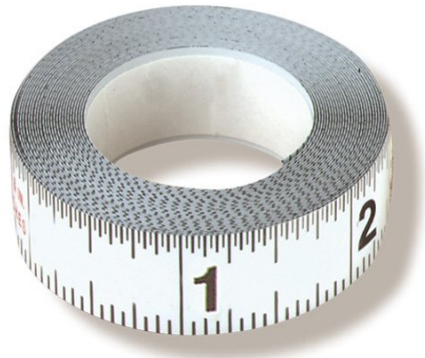


# STRATEGIC PRODUCT MANAGEMENT FOR PLANNERS™



## COURSE DESCRIPTION

**Strategic Product Management™ (SPM)** - This two-day core seminar provides attendees with the knowledge, skills and tools to effectively plan and market technology products and services. Product management is a domain that holds two disciplines: product marketing and product planning. Accordingly, this seminar is based on the Product Manager's Toolkit™ (PMTK) and PMTK Action Model - a comprehensive set of product planning and product marketing work templates, and accompanying process methodology, that illustrate notable best practices and processes (used by top technology companies) to create successful market-driven products.

**Procedural Requirements Management™ (PRM)** - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively identify and articulate market requirements. Ambiguous market requirements lead to flawed products and dissatisfied customers, but well-defined market requirements are the basis for a smooth development process and marketplace success. This seminar demonstrates effective practices that clearly identify and articulate market requirements. The outcome is a whole Market Requirements Document (MRD) that represents an intelligent commitment to customers.

## COURSE SYLLABUS

### SPM Seminar (Day One)

- I. Introduction
  - Product Management Domain
  - Roles And Goals
  - Team Model
- II. Corporate Strategy Mix
  - Product Overview
  - Product Delivery Strategies
  - PMTK Problem Echelon Model
- III. PMTK Action Model
  - Product Management Phases
  - PMTK Action Model Overview
  - Research
- IV. Product Marketing
  - Evaluation Phase
    - Business Case
    - Competitive Analysis
    - Product Comparison
  - Strategy Phase
    - Corporate Mission
    - Product Positioning
    - Value Documents (Axioms, PSFB, USP)
    - Market Plan
  - Readiness Phase
    - Company Profile
    - Product Backgrounder
    - Collateral Matrix
    - Press Release Questionnaire
    - Launch Plan

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## SPM Seminar (Day Two)

- V. Product Marketing (continued)
  - Execution Phase
    - Company Presentation
    - Product Presentation
    - Lead Generation
    - Marketing Review
- VI. Product Planning
  - Planning Phase
    - Market Requirements
    - Use Cases
  - Definition Phase
    - Features Matrix
    - Product Roadmap
  - Development Phase
    - Pricing Model
    - Public Relations
  - Maintenance Phase
    - Win/Loss Analysis
    - Customer Visit
- VII. Process Efficiency
  - People
    - Meeting Rules
    - Management By Objectives
  - Decisions
    - Decision Making
    - Deliverable Sign-Off
  - Deliverables
    - Generic Templates
    - Bundle Book
  - Learning
    - Gap Analysis
    - Performance Review

## PRM Seminar (Day Three)

- I. Introduction
  - Definitions
    - Necessities
    - Entities
- II. Product Delivery Process
  - Key Documents
  - Roles and Responsibilities
  - Internal Delivery Process
- III. Market Requirements Document
  - Building the MRD
  - Users and Personas
  - Blackblot Product Frames Model
  - Understanding Market Requirements
  - Writing Market Requirements
  - Requirement Categories
  - MRD Structure
  - Better Requirements
  - Use Cases
  - Product Requirements Document
- IV. Obstacles
  - High-Tech MRD Problems
  - Failure Reasons



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