

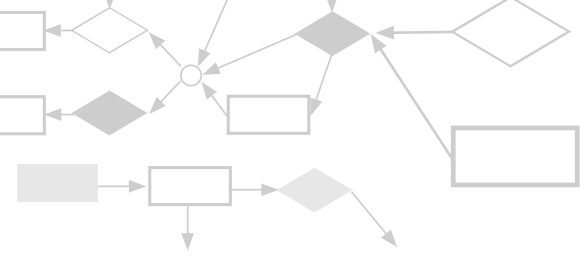


Strategic Product Management for Planners[™]

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.



Strategic Product Management for Planners[™]

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

SPM Seminar (Day Two)

V. Product Marketing (continued)

- Execution Phase
 - Company Presentation
 - Product Presentation
 - Lead Generation
 - Marketing Review

VI. Product Planning

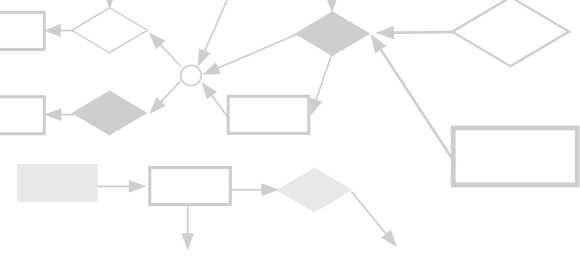
- Planning Phase
 - Market Requirements
 - Use Cases
- Definition Phase
 - Features Matrix
 - Product Roadmap
- Development Phase
 - Pricing Model
 - Public Relations
- Maintenance Phase
 - Win/Loss Analysis
 - Customer Visit

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

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Strategic Product Management for Planners[™]

COURSE SYLLABUS

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

V. Agile Development

- Agile and PM
- Product Owner
- Agile Implementation Rules

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