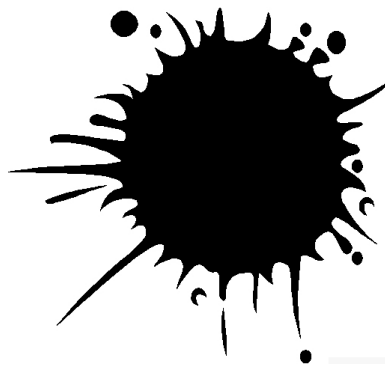


# **Blackblot Product** **Management Training** **Program – Features** **and Benefits**



**Company Name:** Blackblot - Product Management Expertise™

**Product Name:** Product Management Training Program

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## 1. Introduction

### 1.1. Document Objective

The purpose of this document is to describe the key features and resulting benefits of the Blackblot product Management training program.

## 2. Blackblot Product Management Training Program

### 2.1. Fundamental Features and Benefits

The Blackblot product management training program's key and most fundamental features and benefits are:

- Presents a more structured approach to product management; resulting in less time spent to arrive at product management decisions.
- Provides a clearer understanding of the product management process and its principals; resulting in a higher potential to deliver successful products.
- Delivers a comprehensive set of tools, concepts, models, and procedures; resulting in a more effective execution of product management processes.
- Presents conventions on “what-to-do” and not “how-to-do”; resulting in more effort spent on performing the appropriate product management activities.
- Delivers a more comprehensive approach to product management that considers the most relevant contributing factors; resulting in more complete and realistic product management decisions.

### 2.2. Features and Benefits

The following table summarizes in detail the Blackblot product management training program's features and benefits.

Blackblot Product Management Training Program (Features/Benefits)	
Feature	Training Program Benefit
<b>Curriculum</b>	
Based on PMTK	Teaches “ <i>Blackblot Product Manager’s Toolkit™</i> ” (PMTK); the most extensive and customizable professional template collection.
Comprehensive Study Program	Designed to provide students with all of the three job necessities: knowledge, skills, and tools.
Factual and Interesting	Extremely practical and interlaced with various historical high-tech case studies to promote a deep understanding of topics.
Progressive Skill Development	Guided by the “ <i>Blackblot Skills Radial</i> ” which depicts a customized training concept aimed at generating proper skill build-up.
Proven Concepts	Illustrates notable best practices and processes used by top technology companies to create successful market-driven products and services.
Work Models	Guided by work models that structure the educational process, and are practical and applicable to the workplace.

<b>Blackblot Product Management Training Program (Features/Benefits)</b>	
<b>Feature</b>	<b>Training Program Benefit</b>
<b>Pedagogy</b>	
Consistent Style of Instruction	Employs a semi-structured instructional method so that training is collaborative and contextual for an enhanced learning environment.
Effective Training Delivery Mode	Presented in a classroom mode of delivery, recognized as the best format for delivering complex and diverse content to small groups.
Instructive and Effective	Promotes a captivating and effective learning experience via intensive interaction, supportive data, and classroom activities.
Personal Interaction	Delivered in a highly interactive mode that allows attendees to participate and provide personal input as much as possible.
Diverse Learning Modes	Employs a multi-modal approach for delivering professional content which allows attendees to comfortably learn in different ways.
Uniform Work Principals	Embodies key principals which are emphasized in every course: <ul style="list-style-type: none"> <li>• Systematically executing product management tasks using professional work templates.</li> <li>• Applying a comprehensive product management methodology that is practical and highly productive.</li> <li>• Becoming effective at the strategic elements of product management, while managing multiple tactical activities.</li> </ul>
<b>Tools</b>	
Concept Presentations	Provides tools for the dissemination of knowledge and information acquired during training at the workplace.
Content Retention Tools	Fosters post-training content retention as a learning aid, self assessment and improvement, and for interview preparation.
Seminar Action Plans	Summarizes concise guidelines that focus on key work related issues, promoting easier implementation of the knowledge learned at work.
PMTK Book Chapters	Integrated with the training are Blackblot's PMTK Book chapters that allow assimilation of information in self-study mode.
Blackblot Product Manager's Toolkit™	" <i>Blackblot Product Manager's Toolkit™</i> " templates are consistent in their structure, making them easy to learn and use, and are highly productive as they allow product managers to focus on content (what to write) and not on the method (how to write). Attendees receive free and unlimited updates and upgrades via a lifetime subscription.

<b>Blackblot Product Management Training Program (Features/Benefits)</b>	
<b>Feature</b>	<b>Training Program Benefit</b>
<b>Supplements</b>	
Automated Tools	Presents third-party software applications, which implement the methodology learned, to manage the product planning process.
Career Support	Provides a cohesive set of training and tools for team management, role descriptions, and hiring; specifically for product management.
Certificate of Completion	Provides attendees with an official course certificate (printed/digital) that proves to employers the undergoing of professional training.
Organized Materials	Provides color coded course booklets and supporting materials for easy recognition and filing.
Uniform Terminology	Depicts clear definitions that establish a common understanding, better internal cooperation, and standardizes corporate processes.
Blackblot Product Management Professional™ Certification	Provides study materials for certification tests that allow individuals to professionally validate and differentiate themselves; and enables companies to achieve better consistency in the internal application of product management.