

Management for Professionals

Gabriel Steinhardt

# The Product Manager's Toolkit®

Methodologies, Processes, and Tasks  
in Technology Product Management

*Second Edition*

 Springer

# Blackblot Skills-based Product Management™ Course Syllabus



## Course Description

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The SBPM one-day introductory course provides a structured, skills-focused foundation in product management for software development companies.

Delivered in a practical and engaging format, the course applies the globally adopted *Blackblot Product Manager's Toolkit®* (PMTK) methodology to teach the core competencies that drive effective product management in modern software organizations.

This course is designed for professionals seeking to build or strengthen their product management capabilities in a skills-based hiring environment.

## Who Should Attend

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- Aspiring product managers seeking entry into the profession
- Product managers at the start of their careers building core capabilities
- Experienced product managers refreshing and updating essential skills
- Professionals in adjacent roles exploring a transition into product management

## Key Outcomes for Participants

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- Develop market expertise to guide product decisions
- Apply strategic thinking to define vision and strategy
- Define products with features, roadmaps, and MVPs
- Use data insights for prioritization and planning
- Build a user-centric perspective through UX principles
- Collaborate effectively with technical stakeholders
- Communicate clearly to align teams and build credibility

## Blackblot Training Package

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- PMTK® Book: Second Edition (hardcover and digital)
- PMTK® toolkit templates license
- Lifetime updates and upgrades to PMTK®
- Digital slide booklet and work plan
- Official course certificate (digital format)

## Registration and Pricing

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To register or inquire about group rates and private sessions, contact [info@blackblot.com](mailto:info@blackblot.com)

## Course Syllabus (Day One)

- Introduction

### Skills-Based Product Management™

- Traditional Hiring
- Skills-based Hiring
- Skills and Tasks
- Product Management at Software Companies
- Core Product Management Skills

### Session 1: Market Analysis

- Understanding Customers and Markets
- Systematic Market Research
- Market Problems and Opportunities
- Competitor Analysis

### Session 2: Strategic Thinking

- Product Strategy
- Product Vision
- Product-Market Fit

### Session 3: Product Definition

- Understanding Products
- Product Features
- Product Features Prioritization
- Blackblot Algorithmic Model for Product Feature Prioritization
- Product Roadmap
- Minimum Viable Product (MVP)
- Use Cases
- Working With Development

### Session 4: Data-Driven Decision Making

- Query Formulation

### Session 5: User Experience (UX Design Insight)

- User Experience (UX Domain)
- User Persona

### Session 6: Technical Knowledge

- Technical Knowledge for Product Managers in Software Development

### Session 7: Effective Communication

- The PM is a Communicator
- The PM is Knowledgeable

### Career and Job Readiness

- Product Manager Titles
- Professional Identity
- Three Tips for Success

### Summary

- Course Recap
- Summary

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## **The Product Manager's Toolkit®**

Methodologies, Processes, and Tasks in Technology Product Management, *Second Edition*

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

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