

Management for Professionals

Gabriel Steinhardt

The Product Manager's Toolkit®

Methodologies, Processes, and Tasks
in Technology Product Management

Second Edition

 Springer

Blackblot Strategic Product Leader™ Course Syllabus

Course Description

The **Blackblot Strategic Product Leader™ (SPLD)** course is a one-day advanced training program designed to equip senior product professionals and business leaders with the knowledge, skills, and tools to build and lead high-performing product organizations.

Grounded in the **Blackblot Product Manager's Toolkit® (PMTK)** methodology, the course focuses on the strategic and operational principles that define effective product leadership.

The course emphasizes integrating leadership, strategy, and process, enabling participants to apply the PMTK® methodology to structure roles and teams, guide cross-functional collaboration, and overcome organizational challenges.

By the end of the course, participants will be equipped to lead product teams with clarity and confidence and embed a market-driven product management methodology across their organization.

This course is ideal for senior or experienced product professionals and executives seeking to strengthen their product leadership skills in product management.

Who Should Attend

- *Senior Product Managers* – Experienced professionals advancing into leadership roles and responsible for guiding product teams and strategy.
- *Heads of Product and Product Directors* – Leaders establishing product processes, defining team structures, and aligning product functions with business goals.
- *Business and Strategy Executives* – Decision-makers overseeing product operations and organizational performance through a market-driven methodology.
- *Cross-Functional Leaders* – Managers from product-related disciplines seeking to unify product management practices and improve collaboration across teams.

Key Outcomes for Participants

- Structure and lead product teams in line with strategic business goals
- Improve performance with scalable, repeatable product management practices
- Build leadership skills to align teams, plan strategically, and execute effectively
- Accelerate time-to-market with best practices in product strategy and operations
- Apply a consistent methodology with roles, tasks, and processes in a product team

Blackblot Training Package

- *The Product Manager's Toolkit® (2nd Edition)* book (hardcover and digital)
- Blackblot PMTK® templates account, lifetime access, and updates
- Blackblot BPMP certification account
- Digital course slides and action plan
- Official digital certificate

Registration and Pricing

To register or inquire about group rates and private sessions, contact info@blackblot.com

Course Syllabus (Day One)

I. Introduction

- PMTK Strategic Product Leader
- Product Leadership

II. Strategic Formulation

- Product Strategy
- Product Vision
- Feature Prioritization
- Value Documents

III. Methodology Application

- Blackblot PMTK® Methodology
- PMTK Concepts
- PMTK Terminology
- PMTK Roles
- PMTK Teams
- PMTK Organizational Interfaces
- PMTK Processes
- PMTK Philosophical Underpinnings
- PMTK Implementation
- In-house Resistance and Political Interference

IV. Team Leadership

- Team Charter
- Other Executives
- Product Group Models
- Product Group Domain Separation Model
- Product Group Domain Aggregation Model
- Team Management
- Team Models
- Team Model Anomalies
- Product Coaching
- The Human Factor
- Soft Skills in Product Management

V. PMTK Aids and Resources (Bonus)

- Blackblot Professional Evaluators
- PMTK Personnel Recruitment
- Blackblot Psychometric Test™
- PMTK Feedback Tools
- Gap Analysis
- Performance Review
- Marketing Review

VI. Summary

- Statistical Data
- Key Lessons

Management for Professionals

Gabriel Steinhardt

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.

**Management /
Business for Professionals**

ISBN 978-3-319-49997-0



► springer.com