

Management for Professionals

Gabriel Steinhardt

# The Product Manager's Toolkit®

Methodologies, Processes, and Tasks  
in Technology Product Management

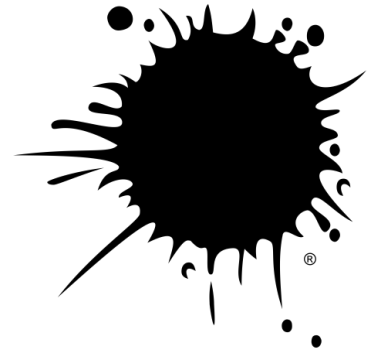
*Second Edition*

 Springer

# Blackblot Strategic

# Product Director™

# Course Syllabus



## Course Description

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**Strategic Product Director™ (SPLD)** - This one-day advanced course provides attendees with the knowledge, skills and tools to successfully formulate and lead product organizations and establish effective product management processes. The course presents advanced concepts and practical implementation guides to product management roles, teams, processes, and leadership.

Based on the Blackblot Product Manager's Toolkit® (PMTK) methodology, this course is specifically designed for senior professionals and executives who build and manage product organizations and are responsible for product leadership. The target audience for this course includes Directors, Corporate VPs, Startup Entrepreneurs and CEOs, Business Unit Managers, and Team Leads.

Product Leadership is the concept of delivering winning products and a Product Director is the role that owns the Product Leadership process. The goal of this course to help senior professionals and executives achieve better consistency in the internal management and application of the product management discipline; and to help companies in the faster promotion and delivery of winning products.

## Blackblot Training Package

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Each Blackblot training attendee receives at no extra charge a training package which includes a free digital copy of the "The Product Manager's Toolkit: Methodologies, Processes and Tasks in Technology Product Management" 2<sup>nd</sup> edition book, free online hosted copy of Blackblot Product Manager's Toolkit® (PMTK) professional template collection, lifetime free and unlimited updates and upgrades to PMTK, one-time free registration to each of the available Blackblot Product Management Professional™ (BPMP) certification tests in product marketing and management and Blackblot Psychometric Test™ (BPT) psychometric tests, cloth carry bag, digital slides booklet and action plan, membership in the "Blackblot Alumni" career networking group, and digital copies of the official course certificate of completion. All course materials are in the English language.

## Course Syllabus (Day One)

### I. Introduction

- Product Management Domain
- Product Management Definitions
- Program Management
- Roles and Goals
- Team Model

### II. Corporate Strategy Mix

- Product Overview
- Product Delivery Strategies
- PMTK Problem Echelon Model
- Market Opportunity

### III. PMTK Action Model

- Product Management Phases
- PMTK Action Model Overview
- PMTK Flow Model
- Research

### IV. General Management

- Product Management Methodology
  - Methodology Fundamentals
  - Importance of a Methodology
- Team Building
  - Strategic Product Leader
  - Responsibilities and Ownership
  - Organizational Placement
  - PM to Dev Ratio
- Processes and Tools
- Implementing a PM Methodology
- Maturity Model for PM
  - Gap Analysis
  - Performance Review

### V. Organizational Interfaces

- PM and Agile Development
- PM and User Experience
- PM and Quality Assurance

### VI. People and Communications

- Work Environment
- Establishing Credibility
- Projecting Professionalism
- Negotiation Primer
- Managing Resistance

### VII. Career and Teams

- Product Leadership Career
- PM Professional Character
- Apple Past Experiences

### VIII. Summary

- Human Factor
- Statistical Data
- Process Concept
- Key Lessons

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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.

**Management /  
Business for Professionals**

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