

Management for Professionals

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# The Product Manager's Toolkit<sup>®</sup>

Methodologies, Processes, and Tasks  
in Technology Product Management

*Second Edition*

 Springer

# **Blackblot Strategic Product Manager™ Course Syllabus**

## **Course Description**

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The **Blackblot Strategic Product Manager™ (SPMR)** course is the most professional product management training available to product managers.

This four-day intensive program provides comprehensive, hands-on training in market-driven product management using the **Blackblot Product Manager's Toolkit® (PMTK)**, a globally adopted methodology for defining, planning, and marketing technology products and services.

The course integrates theory with applied practice to build strategic and procedural expertise across the full scope of the product management discipline.

Participants learn to evaluate opportunities and risks, define and document market and product requirements, formulate business cases, and create value-driven product and market strategies.

The program emphasizes integrating strategic thinking with operational execution, enabling participants to evaluate opportunities, define market problems, build business cases, and guide cross-functional collaboration using professional PMTK® templates and frameworks.

By the end of the course, participants will be equipped to establish and manage a structured, repeatable, and scalable product management function that aligns corporate strategy with customer value and business outcomes.

This course is ideal for professionals seeking to strengthen their mastery of product management through a structured, proven methodology.

## **Who Should Attend**

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- *Product Managers* – Product professionals at all levels defining, planning, and managing products across their lifecycle.
- *Aspiring Product Managers* – Professionals preparing to enter product management and seeking a structured, market-driven framework.
- *Business and Marketing Leads* – Managers shaping product strategy, planning, or go-to-market initiatives.
- *Cross-Functional Contributors* – Team members from engineering or marketing, supporting product planning and execution.

## **Key Outcomes for Participants**

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- Learn market-driven principles to evaluate product opportunities and risks
- Formulate business cases to support investment and prioritization decisions
- Define and document market and product requirements using professional templates
- Develop segmentation, positioning, and value messaging strategies for target markets
- Apply the PMTK® methodology to organize and execute the product management function

## Course Structure

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- *Strategic Product Management*™ (SPM) – Two-day core fundamentals module of the Blackblot PMTK® methodology. Covers market-driven product planning and strategic thinking foundations.
- *Procedural Requirements Management*™ (PRM) – One-day advanced practical module focused on problem discovery and product planning. Includes identifying market and product requirements, creating use cases, prioritizing features, and roles.
- *Business and Market Planning*™ (BMP) – One-day advanced practical module focused on market evaluation and strategic product marketing. Covers value planning and product marketing alignment.

## Blackblot Training Package

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- *The Product Manager's Toolkit*® (2<sup>nd</sup> 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

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

## SPM Seminar (Day One & Two – Core Fundamentals)

### I. Introduction

- Product Management Domain
- Product Management Definitions
- Program Management
- Product Management Fails
- Over-Engineering
- Roles and Goals
- Product Management Team Model

### II. Corporate Strategy

- Strategy Concept
- Corporate Strategy Mix
  - Corporate Strategy Mix Exercise
- Product Overview
- Product Delivery Strategies
  - Technology-Driven
  - Sales-Driven
  - Market-Driven
- Market Orientation
- Technology Gap
- Common Mistakes
- User Experience
- Agile Software Development
- PMTK Problem Echelon Model
- Market Opportunity
  - Market Problem/Opportunity Exercise
- Discourse Principles

### III. PMTK Action Model

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

### IV. Phase 1 – Evaluation

- Business Case (See BMP Seminar Module)
- Competitor Analysis
  - Competitor Analysis Exercise
- Product Comparison
  - Product Comparison Exercise

### V. Phase 2 – Planning (See PRM Seminar Module)

- Market Requirements
- Use Cases
- Features Matrix

### VI. Phase 3 – Definition

- Product Vision
  - Product Vision Exercise
- Product Roadmap
  - Product Roadmap Exercise
- Pricing Model

### VII. Phase 4 – Strategy (See BMP Seminar Module)

- Market Plan
- Corporate Mission
  - Corporate Vision Exercise
  - Corporate Mission Exercise
- Product Positioning
- Value Documents

### VIII. Phase 5 – Readiness

- Launch Plan
- Company Profile
- Product Backgrounder
- Collateral Matrix

### IX. Phase 6 – Maintenance

- Win/Loss Analysis
- Customer Visit
- Product Evangelism

### X. Process Efficiency

- People
  - Meeting Rules
  - Management By Objectives
- Decisions
  - Decision Making
  - Deliverable Sign-Off
- Deliverables
  - Generic Templates
  - Bundle Book
- Learning
  - Gap Analysis
    - Gap Analysis Exercise
  - Performance Review
    - Performance Review Exercise

### XI. Summary

- Questionnaire Results
- The Human Factor
- Statistical Data
- Process Concept
- Key Lessons

## PRM Seminar (Day Three – Advanced Practical)

### I. Introduction

- Product Planning
- Definitions
- Necessities
  - Necessities Exercise
- Entities
  - Entities Exercise

### II. Product Delivery Process

- Key Documents
- Roles and Responsibilities
- Internal Delivery Process

### III. Market Requirements Document

- Building the MRD
- Users and Personas
  - Users and Personas Exercise
- Blackblot Product Frames Model
- Understanding Market Requirements
  - Market Requirements Exercise

- Writing Market Requirements
  - Writing Market Requirements Exercise
  - Writing Product Requirements Exercise
- Writing the MRD
- MRD Structure
- Better Market Requirements
- Requirement Categories
  - Requirement Categories Exercise
- Use Cases
  - Use Cases Exercise
- Planning Process Obstacles
- Product Requirements Document
- Features Matrix
  - Features Matrix Exercise

### IV. Summary

- Apple Past Experiences
- Master Templates
- Product Planner Profile
- Product Architect Profile
- Key Lessons

## BMP Seminar (Day Four – Advanced Practical)

### I. Introduction

- Planning Fundamentals
- Planning Principles

### II. Business Planning

- Business Case Overview
- Business Information
- PMTK Product Tree Model
  - PMTK Product Tree Model Exercise
- Market/Customer Segmentation
  - Market/Customer Segmentation Exercise
- Market/Product Segmentation
  - Market/Product Segmentation Exercise
- Business Advantages
  - Business Advantages Exercise
- Barriers to Entry
  - Barriers to Entry Exercise
- Impact Assessment
  - Impact Assessment Exercise
- Risk Assessment
  - Risk Assessment Exercise
- Financial Outlook

### III. Business Case Delivery

- Structured Presentation
- Key Considerations
- Business Case Template

### IV. Market Planning

- Definitions
- Value Concept
  - Value Concept Exercise
- Competitive Advantage
- Corporate Quality
  - Corporate Quality Exercise
- Product Quality
  - Product Quality Exercise
- Product Positioning
  - Product Positioning Exercise
- Value Documents
  - Value Documents Exercise

### V. PMTK Value-Marketing Model

- Market Plan
  - Value Marketing Plan Exercise
- PMTK Marketing Messages Model
  - Value Messages Exercise
  - Positioning Messages Exercise

### VI. Summary

- Master Templates
- Product Marketer Profile
- 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 /  
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