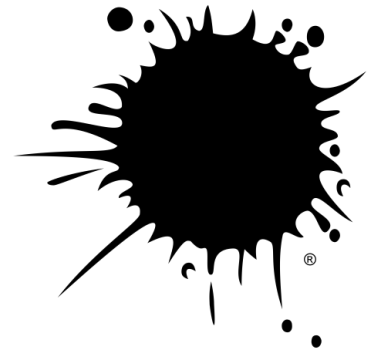


Blackblot Strategic

Product Manager™

Course Syllabus



Course Description

Strategic Product Management™ (SPM) - This one-day core seminar provides attendees with the knowledge, skills and tools to effectively plan and market technology products and services. Product management is a domain that holds two disciplines: product marketing and product planning. Accordingly, this seminar is based on the Product Manager's Toolkit® (PMTK) and PMTK Action Model™ - a comprehensive set of product planning and product marketing work templates, and accompanying process methodology, that illustrate notable best practices and processes (used by top technology companies) to create successful market-driven products.

Procedural Requirements Management™ (PRM) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively identify and articulate market and product requirements. Ambiguous market requirements lead to flawed products and dissatisfied customers, but well defined market requirements are the basis for a smooth development process and marketplace success. This seminar demonstrates effective practices that clearly identify and articulate market and product requirements. The outcome is a whole Market Requirements Document (MRD) that represents an intelligent commitment to customers.

Business and Market Planning™ (BMP) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively contribute to business and market planning activities. Companies operate in dynamic and complex environments that impact their ability to be profitable. Consequently, it only makes sense to pre-plan the direction of a business so that the products and services it provides meet the overall business objectives. This seminar explores key concepts and processes used in formulating plans that evaluate market opportunities and shape the resulting marketing efforts; i.e., business cases and market plans.

Blackblot Training Package

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" 2nd 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.

SPM Seminar (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. Phase 1 – Evaluation

- Competitive Analysis
- Product Comparison

V. Phase 2 – Planning

- See *PRM Seminar Module*

VI. Phase 3 – Definition

- Product Roadmap
- Pricing Model

VII. Phase 4 – Strategy

- See *BMP Seminar Module*

VIII. Phase 5 – Readiness

- Launch Plan
- Product Backgrounder
- Collateral Matrix

IX. Phase 6 – Maintenance

- Win/Loss Analysis
- Customer Visit
- Product Evangelism

X. Execution Phase

- Company Presentation
- Product Presentation
- Lead Generation
- Marketing Review

XI. Process Efficiency (Optional)

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

XII. Summary

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

PRM Seminar (Day Two)

I. Introduction

- Product Planning
- Definitions
- Necessities
- Entities

II. Product Delivery Process

- Key Documents
- Roles and Responsibilities
- Internal Delivery Process

III. Market Requirements Document

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

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

IV. Summary

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

BMP Seminar (Day Three)

I. Introduction

- Planning Fundamentals
- Planning Principles

II. Business Planning

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

III. Business Case Delivery

- Structured Presentation
- Important Points

IV. Market Planning

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

V. PMTK Value-Marketing Model

- Market Plan
- PMTK Marketing Messages Model
- Marketing Strategy

VI. Summary

- Master Templates
- Product Marketer Profile
- Key Lessons