

Management for Professionals

Gabriel Steinhardt

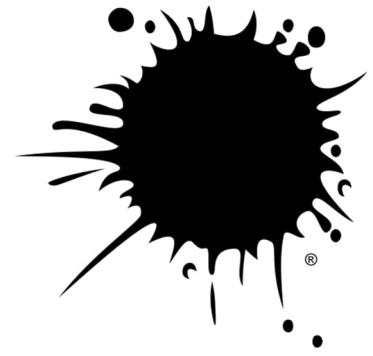
The Product Manager's Toolkit[®]

Methodologies, Processes, and Tasks
in Technology Product Management

Second Edition

 Springer

Blackblot Strategic Product Manager™ Course Syllabus



Course Description

Strategic Product Management™ (SPM) – This two-day core theory module teaches the *Blackblot Product Manager's Toolkit®* (PMTK) methodology, a globally adopted best practice, to create successful market-driven products.

Procedural Requirements Management™ (PRM) – This one-day advanced practical module in product planning provides attendees with the knowledge, skills, and tools to effectively identify and articulate market and product requirements, create use cases, prioritize product features, participate in product delivery, and assume role responsibilities.

Business and Market Planning™ (BMP) – This one-day advanced practical module provides attendees with the knowledge, skills, and tools to formulate plans that evaluate market opportunities and shape the resulting sales and product marketing efforts.

This training program applies to product management professionals of all levels.

Multiple exercises, retention drills, discussion points, and examples every day.

All course materials are in the English language.

Blackblot Training Package

Each Blackblot training attendee receives at no extra charge a training package that includes:

- Digital copy of *The Product Manager's Toolkit: Methodologies: Processes and Tasks in Technology Product Management* second edition book.
- Account to the *Blackblot Product Manager's Toolkit®* (PMTK) professional template collection.
- Account to the *Blackblot Product Management Professional™* (BPMP) certification tests.
- Account to the *Blackblot Psychometric Test™* (BPT) psychometric tests.
- Lifetime free and unlimited updates and upgrades to PMTK.
- Digital course slides booklet and action plan.
- Digital copy of the official course certificate of completion.

SPM Seminar (Day One & Two – Theory)

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 – 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 – 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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