

Management for Professionals

Gabriel Steinhardt

# The Product Manager's Toolkit®

Methodologies, Processes, and Tasks  
in Technology Product Management

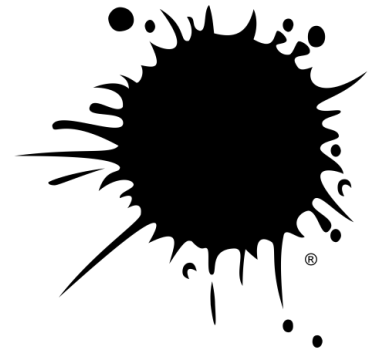
*Second Edition*

 Springer

# Blackblot Strategic

# Product Manager™

# Course Syllabus



## Course Description

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**Strategic Product Management™ (SPM)** – This one-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.

All course materials are in the English language

## Blackblot Training Package

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Each Blackblot training attendee receives at no extra charge a training package which 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 – Theory)

### I. Introduction

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

### II. Corporate Strategy

- Product Delivery Strategies
  - Technology-Driven
  - Sales-Driven
  - Market-Driven
- Market Orientation
- Schools of Thought
- Companies and Schools of Thought
- Common Mistakes
- User Experience
- Agile Software Development
- Product Trends
- Corporate Strategy Mix
- PMTK Problem Echelon Model
- Market Opportunity
- Product Overview
- Discourse Principles
- PMTK Underpinnings

### 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)
- Competitive Analysis
- Product Comparison

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

- Market Requirements
- Use Cases
- Features Matrix

### VI. Phase 3 – Definition

- Product Roadmap
- Pricing Model

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

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

### VIII. Phase 5 – Readiness

- Launch Plan
- Product Backgrounder
- Collateral Matrix

### IX. Phase 6 – Maintenance

- Win/Loss Analysis
- Customer Visit
- Product Evangelism

### X. 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

### XI. Summary

- Statistical Data
- Process Concept
- Key Lessons

## PRM Seminar (Day Two – Practical)

### 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 – Practical)

### 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
- Key Considerations
- Business Case Template

### 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

### 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 /  
Business for Professionals**

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