

Optimal Product Management & Product Marketing™ Training Course & Seminar

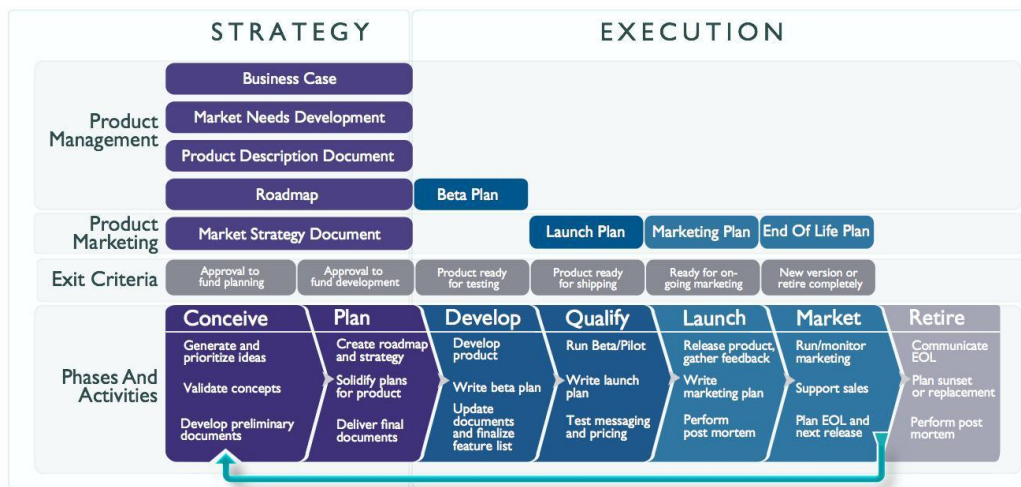
Course Description

Optimal Product Management & Product Marketing™ is a three day course that teaches students the foundation, knowledge and skills that are necessary to be an effective Product Manager or Product Marketing Manager. Through a combination of lecture, discussion and intensive hands-on exercises, attendees will learn about all aspects of how to effectively manage products throughout the entire Product Lifecycle and how it applies to their current and future roles. The course is appropriate for both new Product Managers and Product Marketing Managers who need to learn the foundational skills and knowledge of their profession as well as more senior product managers and product marketers who want to brush up on their knowledge of the profession and want to learn about the most current trends, best practices and up-to-date methodology.

The course and its methodology are built upon three fundamental concepts:

- Association of International Product Marketing & Management (www.aipmm.com) Seven Phase Worldwide Standard Product LifeCycle
- 280 Group Product Management LifeCycle Toolkit™
- 280 Group Optimal Product Process™

280 Group Optimal Product Process™



Optimal Product Process: 280 Group
 Conceive to Retire: AIPMM Product Management Body of Knowledge® (ProdBOK®) Version 1

AIPMM Framework

The AIPMM Seven Phase LifeCycle is a vendor independent worldwide Product Management & Product Marketing standard that takes into account best practices used in a wide range of companies and industries. This ensures that the most modern and up-to-date challenges faced in product management and product marketing are addressed for today's environment. The framework is part of the AIPMM Product Management Body of Knowledge (ProdBOK®) that was developed with the input from over fifty experts and endorsed by over half a dozen training and consulting companies. The framework includes seven distinct product phases, from Conceive to End of Life, and covers all aspects during the entire product lifecycle (See the Phases and Activities graphic above for each of the seven phases).

Product Management LifeCycle Toolkit

The 280 Group Product Management LifeCycle Toolkit™ is a set of corresponding templates that map to the AIPMM Seven Phase LifeCycle. The toolkit is designed to provide a foundation for all students to use as they manage their products throughout the lifecycle. Students learn the skills and knowledge required within each phase, while utilizing the corresponding templates allowing for immediate application of these newly learned skills upon completion of the training.

The nine core templates (plus over 25 additional supplemental templates) available in the 280 Group Product Lifecycle Toolkit™ ensure that:

- Every critical aspect of the product is thought through both strategically and tactically
- There is no duplication of content when documenting the critical product decisions and recommendations
- Plans and decisions can be documented with as much or as little detail as the company and team situation requires
- Students become very productive as they do not have to create their own templates or documents
- The organization gains a way of doing ongoing learning and continuous improvement to ensure they become closer to excellence with every release

Optimal Product Process™ Templates

Document	Purpose	Description
Business Case	Evaluate opportunity	<i>Analysis of market opportunity. Reviews market landscape, competitive analysis, assumptions, risks, and cost-benefit analysis.</i>
Market Needs	State the problems	<i>Description of the market opportunity, market problem and the resulting prioritized market needs.</i>
Product Description	Describe what to build	<i>Feature level description of the whole solution, intended use, and the set of technology and delivery requirements.</i>
Market Strategy	Determine how to take the product to market	<i>Market strategy and long-term objectives, positioning and messages delivered to the target market.</i>
Roadmap	Determine long-term product goals and strategy	<i>Set of releases based on the strategy and objectives.</i>
Beta Plan	Ensure product is ready	<i>Detailed plan for real-world use to ensure it is ready to be launched, gather early customer feedback and testimonials</i>
Launch Plan	Create initial awareness & leads	<i>Strategy and tactics for achieving agreed upon goals for the product</i>
Marketing Plan	Create demand and meet revenue goals	<i>Tactics, budget, timeline and activities that will support creating leads and reaching new customers</i>
End of Life Plan	Minimize customer and profitability disruptions	<i>Plan covering how best to discontinue a product with a smooth transition, avoiding negative consequences</i>

Optimal Product Process

The Optimal Product Management & Product Marketing™ course combines the AIPMM LifeCycle and 280 Group Product Management LifeCycle Toolkit™ to teach what is called the 280 Group Optimal Product Process™. The process builds extensively upon the AIPMM Framework and 280 Group templates to provide a comprehensive learning experience and ensures that students have a flexible and powerful process that can be applied to their specific situation. Each phase of the LifeCycle and lifecycle that product management and product marketing are responsible for is explained thoroughly, the corresponding templates and deliverables that map to the LifeCycle are then used as working exercises in the class with relevant examples presented.

Course Learning Objectives

- Obtain a deep understanding of how great companies do Product Management and Product Marketing
- Learn skills and knowledge necessary to be an excellent Product Manager and/or Product Marketing Manager in ANY company or industry
- Effectively manage and market any product at any stage in the lifecycle
- Apply the product management process effectively for a specific product
- Provide a basic foundation of knowledge for taking the industry-standard Certified Product Manager and Certified Product Marketing Manager exams to earn the credentials

After Completion of This Course Students Will:

- Work much more effectively with your team and stakeholders
- Have a thorough understanding of worldwide standards and how to apply them for current and future situations
- Increase your career opportunities and ability to advance your career
- Achieve credibility with your team and stakeholders by having a complete understanding of the entire product lifecycle
- Obtain the knowledge and the skills with the corresponding tools to be far more productive and effective
- Understand how to effectively manage any product at any phase in the product lifecycle

Course Agenda

DAY 1: Foundation

- ▶ Introduction
- ▶ Overview
- ▶ Process and Product LifeCycle
- ▶ Market Research
- ▶ Competitive Analysis

DAY 2: Product Management

- ▶ Conceive
- ▶ Business Case
- ▶ Requirements
- ▶ Roadmaps
- ▶ Strategy

DAY 3: Product Marketing

- ▶ Beta Programs
- ▶ Product Launches
- ▶ Marketing
- ▶ End of Life
- ▶ Wrap Up
- ▶ Forecasting
- ▶ Pricing