
PRODUCT MANAGEMENT

1. Introduction. Fundamentals Of Product Management

- Why we do this course
- What is the Product Management
- Are you CEO or NOT?
- People you will mainly work with
- Product Management Pillars

2. Product Key Components

- What is the Product and its components
- Continuous Quality Control
- Packaging and UI / UX
- How to Build Loyal Customer
- Maintenance and Support
- Brand, Brand and Brand

3. Product Development

- Requirement gathering
- Customer Research
- Solution Design
- Usability Testing

4. Product Development & Methodologies

- Development Methodologies & Development Cycle
- Waterfall

- Agile
- Backlog Prioritization
- Development Process Itself

5. Product Development Automation

- What does it mean Automation?
- What, how and why we can and must Automate ?
- Automate UI Testing
- Automate your development

6. Product Release Planning And Delivery

- Release: What does it mean?
- Release Management Tools
- Release Process and Change Management
- Release Deployment
- What's Next ?

7. Off-Line Meeting And Guest Speaker In Synergy

- Tour in Synergy
- Guest Speaker: UI / UX
- Guest Speaker: Agile Tools
- Guest Speaker: Stakeholders

8. Product RoadMap

- Why we using RoadMap
- Strategy Execution in Enterprise
- Link RoadMap to Company Objectives and Execution
- Make a Planning (at least Quarterly)

9. Teamwork

- Development Team
- Tech/Team Lead, CTO, COO and PM
- What if you fail your planning ?

10. Stakeholders and Product Management Hierarchy

- Who are the stakeholders?
- Product Management Hierarchy
- Five W's: Why, What, Who, When, Where
- Vision and objectives
- Scope of the work
- List of the key outcomes
- What is our plan

11. Go to Market Strategies

- What is GTM Strategy ?
- The 4 Components of a GTM Strategy
- How to Build a Go-to-Market Strategy

12. Product Proposition Value

- What is a product value proposition?
- Customer Wants, Needs and Fears
- Value Proposition Canvas

13. Product Proposal

- Pitch presentation

14. Q&A and Preparing To Interview

- Q&A
- Interview Hints

Practical Work

Trainees will step by step build their own product.

By the end of the program they will present their ready products to the team members. In addition, Jury members, consisting from the leading specialists of the sphere will evaluate the products. There will be prizes for the winners, as well as this will be a great networking opportunity with the industry experts.

The main steps of the products building:

1. What type of product you would like build
2. Key Components. Outline
3. Design your solution and User Experience
4. Create simple product backlog
5. Automation Plan for your product
6. Propose release notes statement for your product
7. Describe your stakeholders
8. Create the One Year RoadMap for your product
9. Create the Result Oriented Framework (Outcomes/Objectives) you would like to achieve
10. Prepare the draft of GTM Strategy
11. Prepare the Product Proposition Scheme
12. Improve Product Proposal
13. Create simple product backlog