

Essentials of Product Management Training

3 Day Course

Course Overview

Brainmates, Australia's leading Product Management experts, bring to life the essentials of a best-practice product management methodology.

The 3-day course is teeming with interactive exercises and case studies from their consulting practice, which serves a diverse cross-section of industries. Participants of this practical course will learn how to apply smarter, market-centric approaches to both their new product development projects and day-to-day activities.

This course is certified by the Association of International Product Marketing and Management (AIPMM).

How Much?

The investment for three full days of face-to-face training lead by a Brainmates Facilitator is \$2,995 AUD (inc. GST) per participant, including notes and resources for the participants.

Who Should Attend?

Product and Marketing people with at least two years' relevant experience and are seeking greater efficiencies in carrying out their role of developing and marketing products and services to their target market.

Learning Outcomes

Participants will learn the following:

- ▶ To quickly generate and gather product or business ideas.
- ▶ To uncover and prioritise ideas that are the most worthwhile to explore further.
- ▶ Research and engage with target customers to uncover their unmet needs.
- ▶ Articulate the requirements for product design, development and marketing purposes.
- ▶ Effectively plan the product delivery and go-to-market activities.

- ▶ Maximise their efforts juggling day-to-day activities, monitoring their product performance, keeping up to date on their market and managing stakeholders.

Business Benefits

Organisations will see the following immediate and ongoing benefits of investing in building their product management skills capabilities:

- ▶ More profitable, market-driven products and services.
- ▶ Delighted customers.
- ▶ Minimization of product failure by removing 'gut-feel' Product Management decisions.
- ▶ A consistent and rigorous approach across product teams and their stakeholders who build, market, sell and support products.
- ▶ Unify disparate groups of people in Marketing, IT, Sales and other functions into one coherent team

Course Syllabus

During the 3 day training session, participants will learn what is required to take new products and services to market as well as manage products for growth.

1. What is a Product?

This session provides a clear definition of what is a 'product'.

2. What is Product Management?

This session provides a clear definition of

- a) the core responsibilities of the Product Management within an organisation.
- b) The different specialist Product Management roles that cover the broad range of activities that Product Management is responsible for.

3. Key Product Management Concepts

We walk through several concepts such as 'Value', "Market", "Customer", "Minimum Viable Product" which are the foundation of good Product Management.

4. Strategy and Product Lifecycle Management



This session describes and teaches participants the importance of Lifecycle Management how to structure their day to day activities to drive market penetration.

It focuses on:

- ▶ Product Strategy
- ▶ Product Lifecycle
- ▶ Roadmap Management
- ▶ Product Marketing

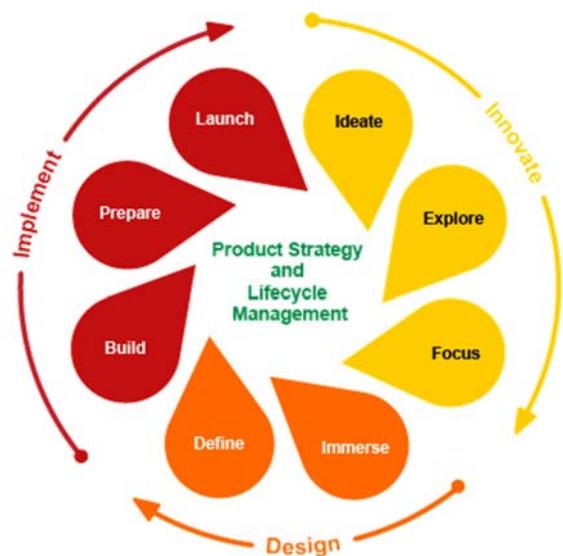
5. The Brainmates Product Management Framework

The Brainmates Product Management Framework provides Product Managers with a process, a body of knowledge and practical tools for the successful delivery of new products and services into the market. It steps through:

- ▶ Product Innovation
- ▶ Product Design
- ▶ Product Implementation

During the course, we step through the above three phases of Product Delivery and their respective distinct stages of the Brainmates

Product Management Framework. The Product Manager will learn how to effectively plan and quickly respond to changing market conditions when delivering, marketing & maintaining successful products.



Product Innovation Phase

Product Innovation starts with great ideas that deliver new value to a market place. This session demonstrates that “Innovation thinking” is an integral part of the Product development, and seeks to select the most attractive ideas from a sea of possibilities.

Product Innovation Output: “Opportunity Assessment” that describes how the product idea will create value for a Target Market and deliver a measurable benefit to the Organisation.

Ideate



Ideas come from everywhere. Product Managers must learn how to harness and filter ideas. At the end of this stage, ideas are ranked using a market driven prioritisation model for the business to review.

Output include:

- ▶ An ‘Idea Paper’ containing ranked ‘Seed Ideas’

Explore



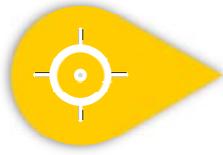
As part of the innovation process the Explore stage will test the robustness of an idea in the context of external market conditions to ensure that it has the potential to deliver significant value to a Target Market.

A quick market review is required to determine if further investment should be made exploring the idea. Ideas that are not attractive are discarded or placed.

Outputs include:

- ▶ An ‘Opportunity Assessment’ Paper including:
 - ▶ Market Analysis
 - ▶ Market Segmentation
 - ▶ Competitive Review
 - ▶ Environmental Review
 - ▶ Idea Approval

Focus



If the idea has some merit, the next stage is to assess the opportunity more rigorously. During the Focus stage, Product Management must determine how to extract value from the market and determine the return on investment for the business. The idea is converted into a product and Product Management begins to prepare a DRAFT Business Case to further evaluate the product for the business.

Outputs include:

- ▶ A 'Draft Business Case' that, in addition to the outputs of the previous 2 stages, includes:
 - Strategic Alignment
 - Value Model
 - Benefits Sizing
 - Draft Sales / Marketing Plan
 - Draft Product Concept
 - Risk Assessment
 - Recommendation to Proceed

Product Design Phase

The Design component of the course focuses on understanding customers and their behaviour in their environments to define a product that solves a problem.

Product Design Outputs

- ▶ High Level Solution design – Describing the detailed product concept.
- ▶ Business Case – Developed from the Opportunity Assessment, this document includes the projections for the investment return.

Immerse



The Immerse stage provides participants with techniques for uncovering deeper customer problems and goals.

Outputs include:

- ▶ Personas
- ▶ User Scenarios
- ▶ Task Analysis
- ▶ Market Requirements Document

Define



The Define stage provides participants with tools to articulate and communicate the product and service feature sets to the Development team.

Outputs include:

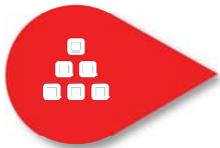
- ▶ Product Requirements Document
- ▶ Business Requirements Document

Product Implementation Phase

Implementation is the final step of the successful delivery of a new product or service.

Product Management works closely with Development teams to deliver new products and services to market. This session speaks to various Development methods and how Product Management might interface with Development.

Build



Steps through various Development theories and provides practical tools to work with methods such Waterfall and Agile.

Prepare



The Prepare stage focuses on managing and educating the internal business and the external market for the launch of the product.

Outputs include:

- ▶ Market Strategy
- ▶ Value Propositions
- ▶ Product Positioning

Launch



The Launch stage ensures that we have the know how to prepare for the actual launch of the product or service.

Outputs include:

- ▶ Launch Checklist

About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

It is a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

They apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

About the Training Facilitator



Nick Coster is the Head of Training Services and a co-founder of Brainmates. He is passionate about the benefits of building products and services that delight the buyer and the user. He has been developing and managing products for over 20 years, with range of different companies including Telstra BigPond, Excite@Home, Optus, Westpac, eBay, Cochlear, and Macquarie University.

Nick is Brainmates' lead Product Management training facilitator. He enjoys training product managers from different industries and working with them to help them deliver market-driven product innovation. He brings life to the Product Management framework by sharing his personal experiences as a practitioner of Product Management.

Contact Us

To find out more about training your Product Management team, and other ways Brainmates can help your business:

- Go to www.brainmates.com.au
- Email us on training@brainmates.com.au
- Call us on 1800 BRAINMATES | 1800 272 466

