

# Design

## principles of Pragmatic Institution

**Foundations** teaches you why it's important to be market driven, as well as how to develop that market expertise and share it internally. The introduction to the Pragmatic Framework<sup>™</sup> in this course means your entire organization will soon be "speaking the same language" and working together more effectively.

Register for *Design* or find out how **Pragmatic Institution** can bring our training to you by visiting **pragmaticinstitution.com** or calling **480.515.1411** today.





### Who should attend?

Everybody who has a stake in the product's success in the market

Included templates and checklists:

- Gap Analysis
- Solution Matrix
- Market Segmentation
- Action Plan
- Positioning
- Plus many more

#### The Need to Be Market Driven

Market-driven companies are 30 percent more profitable. Find out more about the benefits of being market driven and what it could mean for your organization.

Topics Covered:

- $\boldsymbol{\cdot}$  Listen to all aspects of the market
- $\cdot$  Plan products from the outside in
- · Lower risks and increase rewards by using market data

#### How to Create a Market-Driven Organization

Review the tasks and activities required to be market driven and learn to balance strategy and tactics.

Topics Covered:

- Implement the Pragmatic Framework
- · Define roles and responsibilities
- Perform gap analysis to compare actual performance with potential

### **Build and Share Market Expertise**

Look beyond demographics and your existing customer base to understand the whole market and share that context internally.

#### Topics Covered:

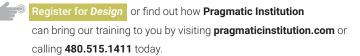
- Talk to and observe the market in action
- Develop detailed profiles of your buyers and users
- Document and share your market knowledge across the organization

#### **Uncover Strategic Opportunities**

Learn techniques for scoring and comparing opportunities.

Topics Covered:

- · Identify opportunities within market problems
- Use three criteria to determine if problems are worth solving
- Ensure you're the right company to solve the market problem







Attendees have the opportunity to earn certification at the end of this course.

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