



# 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™ 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](http://pragmaticinstitution.com) or calling **480.515.1411** today.



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### Who should attend?

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

*Included templates and checklists:*

- Gap Analysis
- Market Segmentation
- Action Plan
- Solution Matrix
- 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:*

- Listen to all aspects of the market
- 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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