




Focus

strategic
Product Planning

Focus teaches you how to find the opportunities in the market's problems. Learn to score potential strategies objectively and identify where the company's strengths intersect with what the market values. Then use market data to successfully and credibly sell these strategies internally.

 Register for **Focus** or find out how **Pragmatic Institute** can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411** today.





Focus

Who should attend?

Anyone responsible for product direction and strategy

Included templates and checklists:

- Strategy Matrix
- Competitive Analysis
- Key Performance Indicators
- Business Proposal
- Buy, Build, Partner Worksheet
- Project Evaluator
- Business Plans
- Roadmaps
- Plus many more

Identify the Right Product Strategies

Implement a consistent approach to product planning, with an objective scoring method and comprehensive toolset that can be used across product lines.

Topics Covered:

- Find opportunities with the biggest impact, urgency and potential
- Measure the opportunity's alignment with corporate strategy
- Assess where your product fits in the competitive landscape

Gain Consensus for Product Plans

Build credibility by showing that a sizeable market values the product, that it fits with corporate strategy and that there is money to be made. Learning is reinforced with a hands-on exercise.

Topics Covered:

- Document market research, sizing and validation
- Demonstrate pricing strategy and profitability that makes sense for your organization
- Build business plans that align corporate goals and market needs

Share the Product Vision

Provide documentation to get both internal and external stakeholders' support for product direction.

Topics Covered:

- Create appropriate roadmaps for various audiences
- Work across departments to deliver remarkable releases
- Execute toward long-term strategic vision



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



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