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. Foundations is a prerequisite for Focus, Build, Market, Launch and Price course.

Register for Foundations 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
- 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

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