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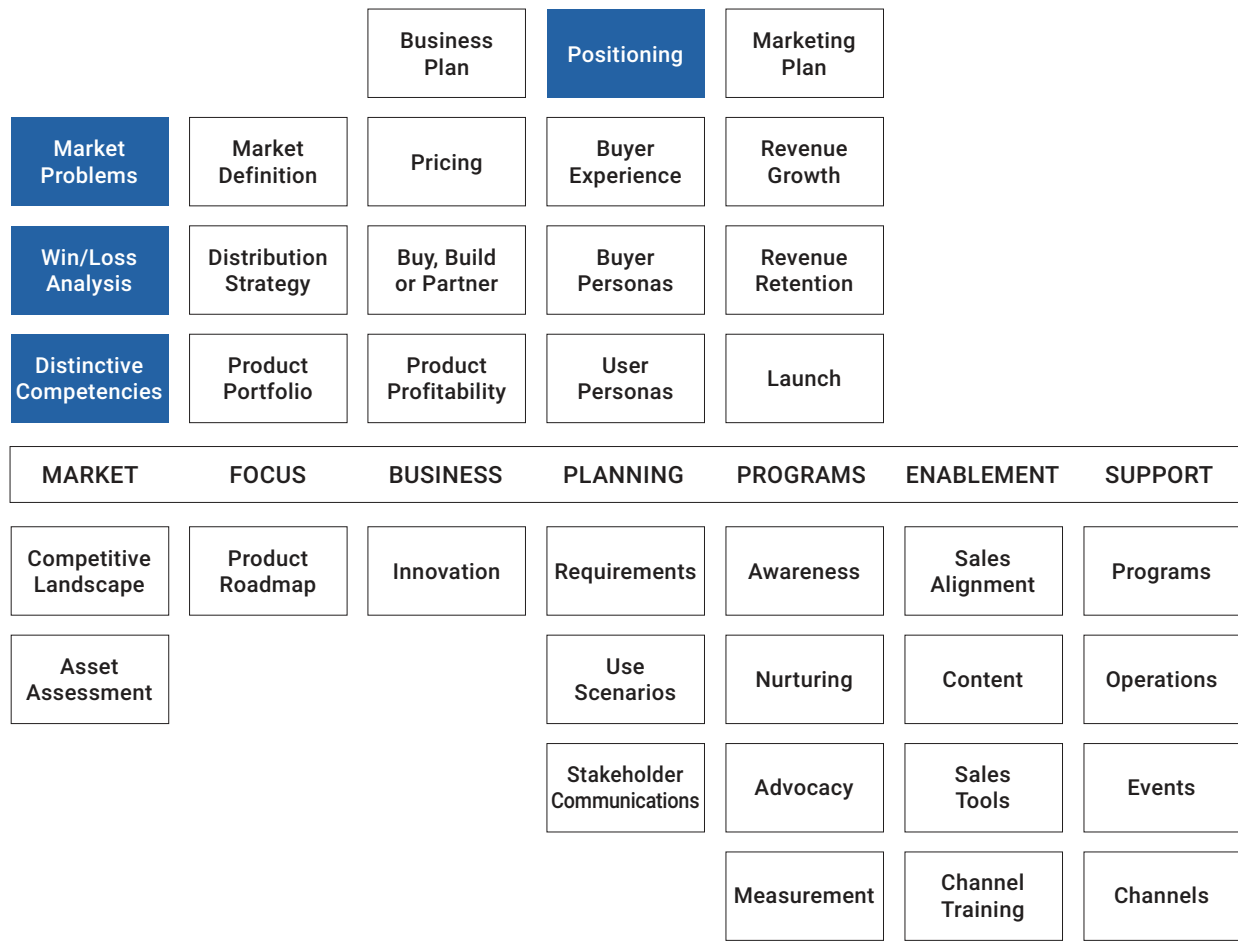
The Pragmatic Framework™

The Pragmatic Framework provides a standard language for entire product teams, and is a blueprint of activities needed to bring profitable, problem-oriented products to market. Each box of the framework represents specific activities that must be performed by the product team to ensure success.

In the following pages, we identify which boxes align with our respective courses, along with the definition of each box. This information represents best practices learned from working with thousands of companies for nearly 30 years, and can be tailored specifically for your team.

STRATEGY

EXECUTION



Foundations

Implement a proven, practical blueprint for being market-driven and get your teams on the same page.

Market Problems

Discover problems in the market by interviewing customers, recent evaluators and untapped, potential customers. Validate urgent problems to show their pervasiveness in the market.

Win/Loss Analysis

Understand why recent evaluators of the product did or did not buy and what steps they took in the buying process.

Distinctive Competencies

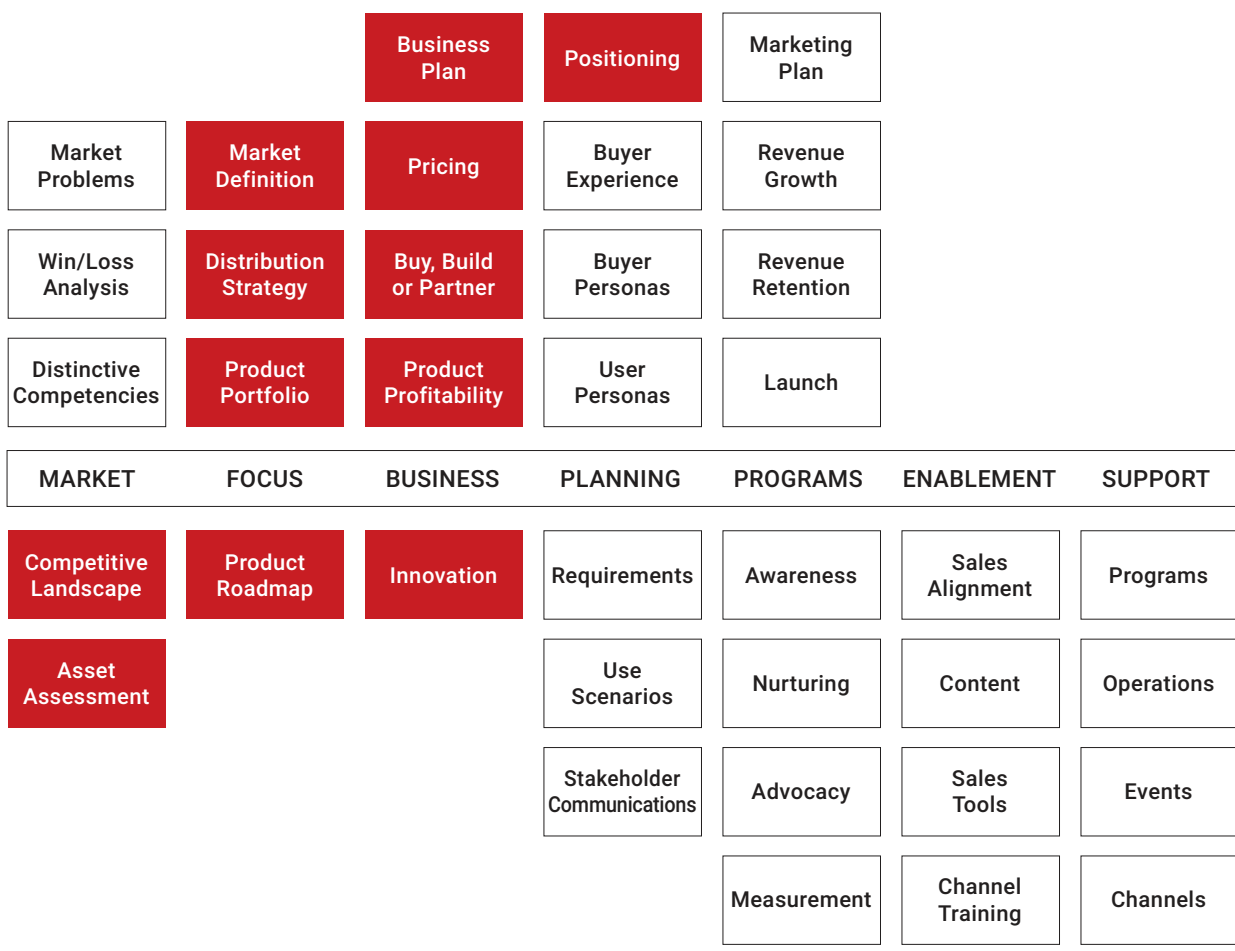
Articulate and leverage the organization's unique abilities to deliver value to the market.

Positioning

Describe the product by its ability to solve market problems. Create internal positioning documents that will be used to develop external messages focused on each key buyer or persona.

STRATEGY

EXECUTION



Focus

Use market facts to identify and present winning product strategies to support your company.

Competitive Landscape

Identify competitive and alternative offerings in the market. Assess their strengths and weaknesses. Develop a strategy for winning against the competition.

Asset Assessment

Inventory your assets (technical, skills, services, patents, other) and determine ways that they can be leveraged.

Market Definition

Map needs with target markets and analyze the market segments to actively pursue. Ensure that the targeted segments are large enough to support the current and future business of the product.

Distribution Strategy

Determine which channels best align with your markets' buying preferences.

Product Portfolio

Integrate products into a coherent portfolio of products focused on the market. Manage the portfolio like a "product" (business plan, positioning, buying process, market requirements and marketing plan).

Product Roadmap

Illustrate the vision and key phases of deliverables for the product. The roadmap is a plan, not a commitment.

Business Plan

Perform an objective analysis of a potential market opportunity to provide a basis for investment. Articulate what you learned in the market and quantify the risk, including a financial model.

Pricing

Establish a pricing model, schedules, guidelines and procedures.

Buy, Build or Partner

Determine the most effective way to deliver a complete solution to an identified market problem. Where you have gaps in your offering, analyze whether to buy, build or partner to complete the solution for your market.

Product Profitability

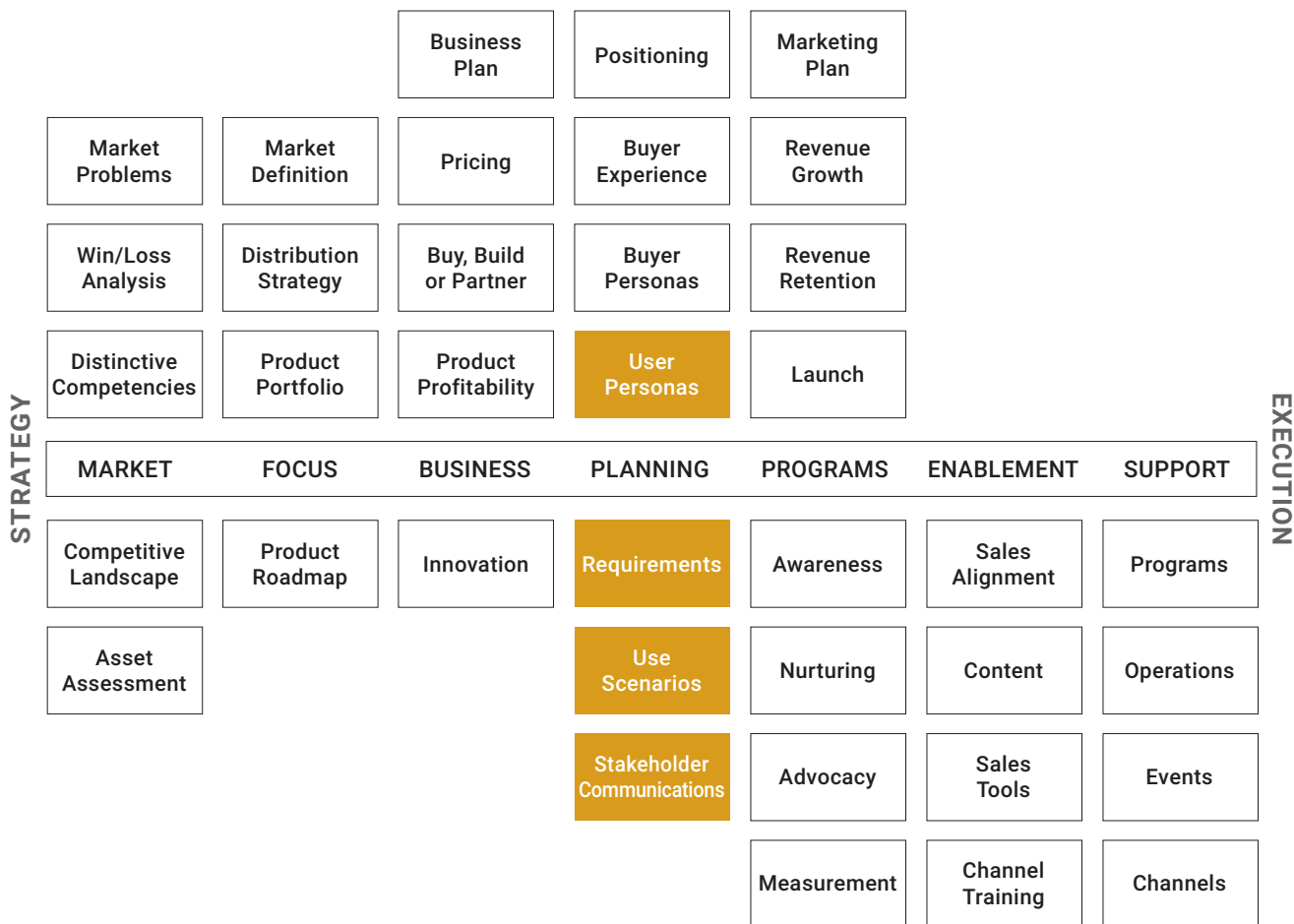
Monitor and analyze key performance indicators to determine how well the product is performing in the market, how it impacts the company operations, and ultimately, how it contributes to profit.

Innovation

Focus your teams' creative spirit on solving market problems by leveraging your organization's distinctive competencies.

Positioning

Describe the product by its ability to solve market problems. Create internal positioning documents that will be used to develop external messages focused on each key buyer or persona.



Build

Align product and development efforts to create remarkable products your customers will love.

User Personas

Define the archetypical users of your products or services.

Requirements

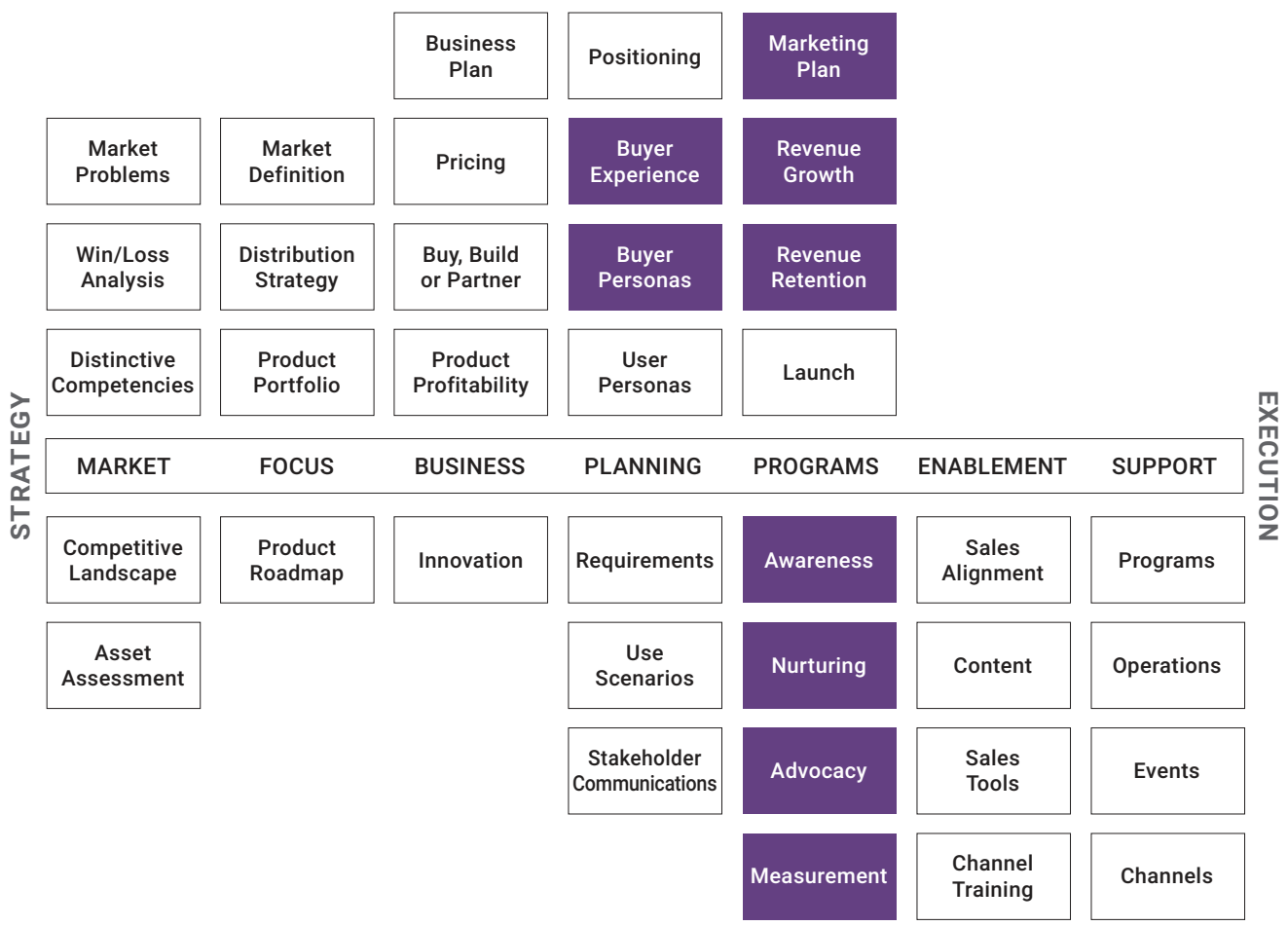
Articulate and prioritize personas and their problems so that the appropriate products can be built.

Use Scenarios

Illustrate market problems in a "story" that puts the problem in context. Use scenarios are one component of requirements.

Stakeholder Communications

Manage proactive communications with relevant stakeholders from strategy through execution.



Market

Build buyer expertise and create strategic market plans that deliver results. Every. Single. Time.

Buyer Experience

Research and document the buying process your target personas use to select a product. Understand the barriers that buyers encounter during their selection process.

Buyer Personas

Define the archetypical buyers involved in the purchasing of your products and services.

Marketing Plan

Articulate the strategies and tactics for generating awareness and leads for the upcoming fiscal period, including key programs and events with measurements and goals.

Revenue Growth

Define the specific plans and budgets for selling products and services to new customers.

Revenue Retention

Define the specific plans and budgets for ensuring customer loyalty as well as selling products and services to existing customers.

Awareness

Develop programs to raise the profile and awareness of your brand within strategic market segments to bring more prospects into your funnel.

Nurturing

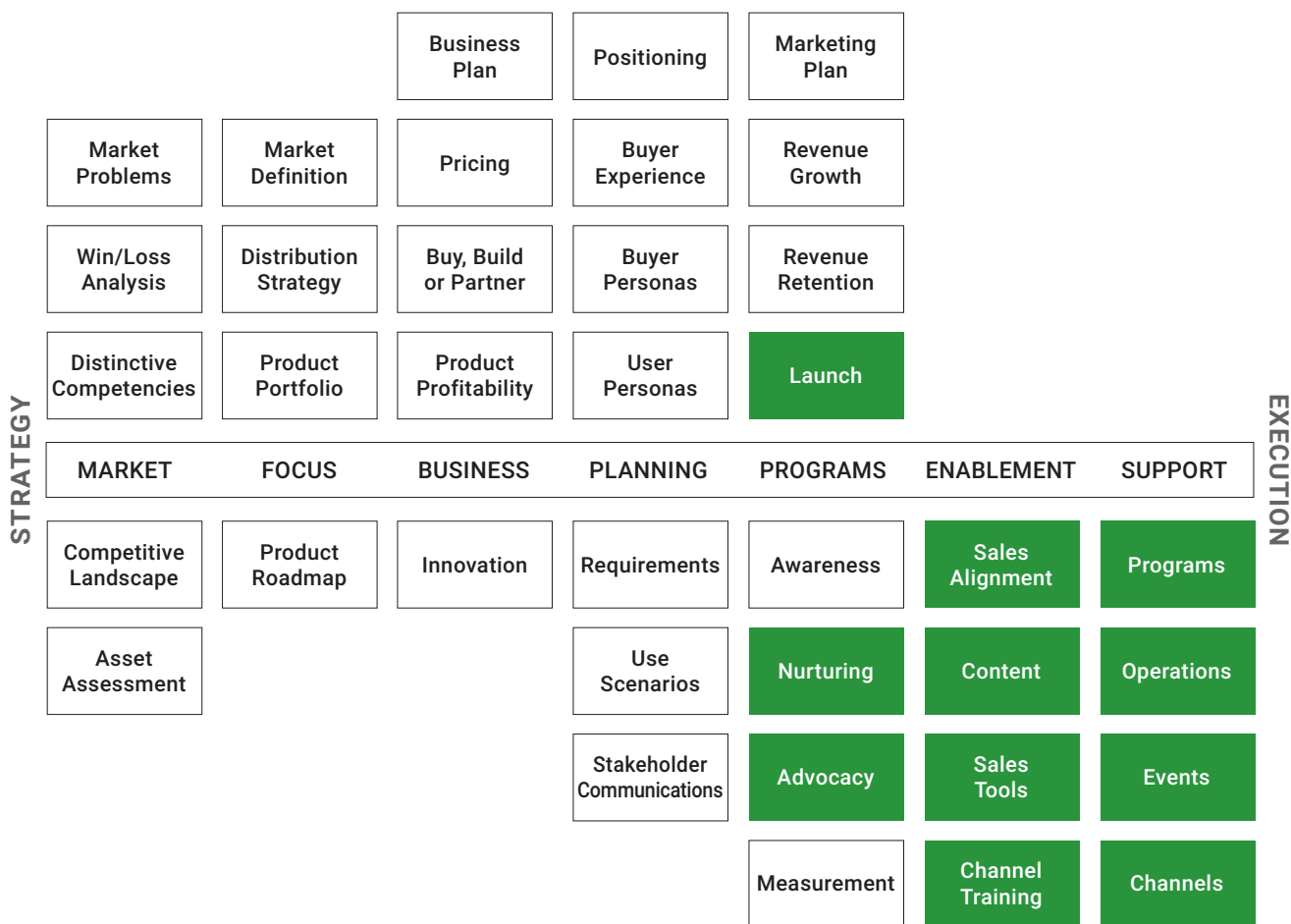
Develop programs to move prospects quickly and effectively through the funnel, with the objective of turning prospects into satisfied customers.

Advocacy

Identify customers who are willing to give testimonials, case studies and references and amplify their voice in the market.

Measurement

Measure and tune product marketing programs to ensure alignment with corporate goals.



Launch

Define the right strategy for a successful launch and ensure your entire organization is aligned around it.

Launch

Plan, execute and measure effectiveness of strategic launches.

Nurturing

Develop programs to move prospects quickly and effectively through the funnel, with the objective of turning prospects into satisfied customers.

Advocacy

Identify customers who are willing to give testimonials, case studies and references and amplify their voice in the market.

Sales Alignment

Use your market knowledge to help sales align their selling process to the way the market wants to buy.

Content

Develop relevant content to be used for all go-to-market channels and materials.

Sales Tools

Create tools for salespeople focused on a specific step of the selling process.

Channel Training

Design and deliver training programs to help the sales channels focus on how to sell the product, not how to use it.

Programs

Provide needed market and solution information to support internal and external marketing programs.

Operations

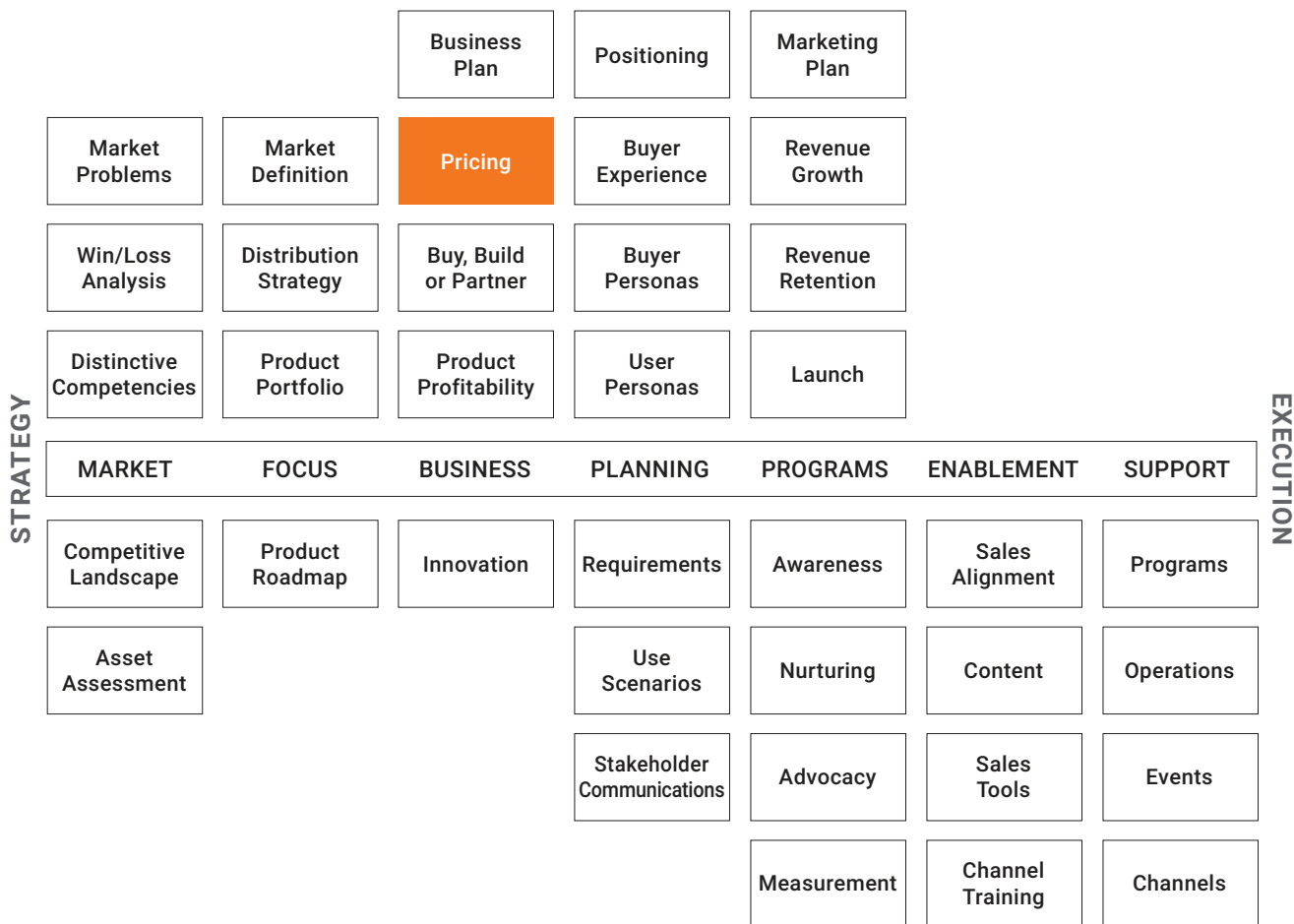
Provide needed market and solution information to support the operations group.

Events

Provide needed market and solution information to support marketing events such as conferences, trade shows and webinars.

Channels

Provide needed market and solution information to support channel opportunities and activities.



Price

Determine what the market is willing to pay and learn how to set the right price for each product in each market.

Pricing

Establish a pricing model, schedules, guidelines and procedures.

About Pragmatic Institute

Pragmatic Institute has a strong track record of providing real-world insights, actionable best practices and proven tools to product managers and product marketing managers around the world.

We've helped over 150,000 students from more than 8,000 companies across 25 countries and numerous industries refine and perfect their strategies and goals through our proven Pragmatic Framework. This framework gives product teams a standard language and a blueprint of core activities required to create and market products people buy.



The Business of Data Science

Being a complete product professional also means understanding how to take advantage of data. *The Business of Data Science* is a 2-day course that teaches business leaders how to harness the power of data science and artificial intelligence for your organization.

PragmaticInstitute.com/TheBusinessofDataScience

For more information, contact your sales representative at (480) 515-1411 or visit PragmaticInstitute.com.