

# DEMYSTIFYING FINANCE

## FOR Product Teams



## Measure and Show Your Product's Impact on the Entire Organization with Confidence.

Demystifying Finance for Product Teams was specifically designed to give product professionals the skills and insights needed to understand and speak the language of business finances.

Over the course of four modules students will develop the tools they need to:

- Communicate confidently about product financials
- Understand and show their product's impact on the business's profitability
- Increase their financial acumen
- Make better business cases and decision based on sound financial reasoning

### ABOUT THE INSTRUCTORS



**Anita Lauper Wood**, MBA, PMC-VI, PMP, CSM, is a product expert with nearly two decades of experience as a product strategist,

leader and consultant in various industries. She helps teams ideate, execute and learn more accurately and more quickly.



**Alissa Oelfke**, PhD, has spent many years working in insurance, banking and investments. She has been teaching financial management, managerial account and operations

management at Viterbo University since 2008, and has been assistant dean for the College of Business, Performing Arts and Leadership at Viterbo since 2015.



**John Robinson**, PhD, is a finance academic and consultant specializing in corporation finance. He has consulted in a variety of industries,

including real estate development for cash flow modeling and tax planning, bottling for customer satisfaction analysis and more.



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

### Pragmatic Learning Network

The business world goes beyond the 37 boxes of the Pragmatic Framework. That's why we've combed the world for the best minds in product and business to build the Pragmatic Learning Network, a place where you can expand your skills with additional training

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### COURSE OUTLINE

#### Who Should Attend

Demystifying Finance for Product Teams is ideal for product professionals who want to:

- Speak with confidence about the financials of their product
- Demonstrate the impact of their product
- Apply financial information to their roles
- Better understand and articulate how their product is impacting profitability
- Become more comfortable talking about finances

#### MODULE 1 THE GROUNDWORK

Begin increasing your confidence in reading, understanding and leveraging financial statements. Topics covered:

- ✓ Determine product cash flow and profits
- ✓ How organizational-level financials impact and are impacted by products
- ✓ Decipher what financial statements really say

#### MODULE 3 THE DECISIONS

Determine which product opportunities are worth the investment. Topics covered:

- ✓ Demonstrate how a product impacts the organization's profitability
- ✓ Determine likely additional revenues and expenses for new opportunities
- ✓ Predict value

#### MODULE 2 THE PROJECTIONS

Get the skills you need to project revenues and expenses for new and existing products. Topics covered:

- ✓ Identify revenue recognition
- ✓ Project operating cash flows for products
- ✓ See how different parts of the product life cycle impact finances differently

#### MODULE 4 THE VARIABLES

Plan, recognize and adjust to changes that impact profitability. Topics covered:

- ✓ Understand how cost and pricing changes impact overall profitability
- ✓ Price the product
- ✓ Build a cost-volume-profit model that works for a product



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