Pragmatic Framework™

The proven blueprint for creating and marketing products people want to buy.

STRATEGY ← → **EXECUTION**

	Business Plan	Positioning	Marketing Plan
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch

MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	ENABLEMENT	SUPPORT
Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness	Sales Alignment	Programs
Asset Assessment			Use Scenarios	Nurturing	Content	Operations
			Stakeholder Communications	Advocacy	Sales Tools	Events
				Measurement	Channel Training	Channels

PRAGMATIC INSTITUTE

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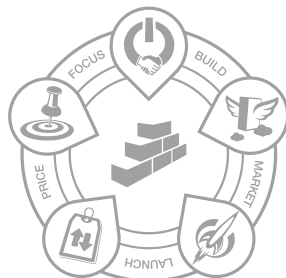
Pragmatic Approach

Pragmatic Institute provides practical, actionable training for product leaders, business professionals and data scientists that can be implemented the day they return to the office. Our training helps define roles and responsibilities for technology teams so they can more effectively and efficiently deliver products and data that resonate.

Global Experience
Since 1993, our team has taught more than 125,000 product management and marketing professionals at 8,000 companies on six continents. We have created a growing international community of strategic professionals who are changing the way companies bring successful products to market.

Satisfied Customers
Our customers are incredibly loyal, and 80% of our new business comes from word-of-mouth referrals from attendees. Students leave our courses enthusiastic about the impact they can have on their companies and ready to use the knowledge, tools and templates we provide.

Industry Leaders
Pragmatic Institute has been honored multiple times by *Inc. Magazine* as one of the fastest-growing private companies in America. Our instructors are considered technology thought leaders in product management, product marketing and data science, and are often asked to present at industry events and write for leading publications.
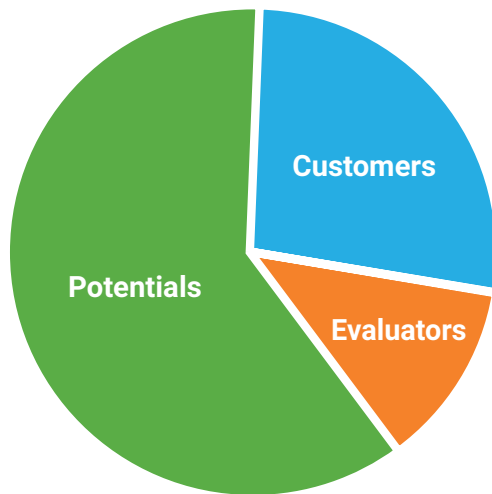
The building is full of product experts. Your company needs market experts.

Pragmatic Rules

1. **An outside-in approach increases the likelihood of product success.**

2. **The answer to most of your questions is not in the building.**

3. **If the product team doesn't do its job, other departments will fill the void.**

4. **The building is full of product experts. Your company needs market experts.**

5. **Win/loss should be done by someone not involved in that sales effort.**

6. **Your opinion, although interesting, is irrelevant.**

7. **Build solutions for problems that are urgent, pervasive and that the market will pay to solve.**

8. **Positioning focuses on the problems you solve.**

9. **Create a separate positioning document whenever the personas' problems are different.**

10. **Positioning drives execution.**