

# POWER SKILLS FOR Product Professionals



## Become the Product Powerhouse You've Always Wanted to Be

Power Skills for Product Professionals was specifically designed to give product managers and product marketing managers the business and career skills necessary to thrive in today's constantly changing and complex world.

Over the course of five modules, carefully designed by leadership expert Art Petty, students will develop the tools they need to:

- Lead without authority
- Garner support across functions
- Break through resistance
- Develop as a strategic organizational leader
- Successfully navigate office politics
- Get executive buy-in
- Work strategically toward corporate goals
- Lead high-performing teams
- Drive real results
- And so much more



### ABOUT THE INSTRUCTOR

Art Petty is an executive and emerging leadership coach, management and strategy consultant, and long-time software and technology industry senior executive. He serves corporate clients for strategy and management team development in a variety of industries, and has developed and regularly delivers coaching and training programs for emerging and senior leaders. He is a prolific writer, regularly posting on the popular *Management Excellence* blog and contributing to *SmartBrief Leadership*. He has also written several books including *Practical Lessons in Leadership* with Rich Petro and *Leadership Caffeine—Ideas to Energize Your Professional Development*. Art is a Pragmatic Alumni Community ambassador.



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.

# POWER SKILLS FOR

## Product Professionals

### COURSE OUTLINE

#### MODULE 1 DEVELOP YOURSELF

Begin shifting the way you think, work and engage with your colleagues—and yourself. Topics covered:

- ✓ Think differently in a world of change
- ✓ Strengthen resilience for the journey
- ✓ Build your professional brand

#### MODULE 2 DEVELOP COMMUNICATION ADAPTABILITY

Learn to survive and thrive in the most challenging communication situations. Topics covered:

- ✓ Communicate in challenging situations
- ✓ Strategic message design through message mapping
- ✓ Deliver quality feedback that boosts performance

#### MODULE 3 GROW YOUR INFLUENCE

Rethink the importance of cultivating influence and power in your role. Topics covered:

- ✓ Rethink your view on power and influence
- ✓ Influence through positive persuasion
- ✓ Advocate for yourself

#### Who Should Attend

All product professionals who want to improve their essential business skills to drive results. This course was created for those who:

- Struggle to influence and guide teams
- Want to be more successful getting buy-in from teams and executives
- Feel excluded from important meetings, discussions and decisions
- Feel uncomfortable playing office politics
- Need to be more strategic in their roles

#### MODULE 4 DEVELOP YOUR LEADERSHIP AGILITY

Lead without authority and guide teams to drive real results. Topics covered:

- ✓ Rethink leadership and trust
- ✓ Discover your leadership signature
- ✓ Lead and develop high-performance teams

#### MODULE 5 THINK(ING) DIFFERENTLY

Build your strategy, decision making and idea development skills. Topics covered:

- ✓ Become a better decision-maker
- ✓ Move more quickly from discussion to decision
- ✓ Rethink idea generation



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.