



# Focus

**Total Hours: 7.5**  
Lecture: 4.5  
Lab: 1.0  
Breaks: 1.5  
Course Exam: 0.5

Course Prerequisite:  
*Foundations*



## COURSE DESCRIPTION

This course teaches students to how to find market opportunities and convert those opportunities into strategic product plans. It emphasizes how to uncover market segments that represent the best investment for a company's resources and how to effectively share that information throughout the organization. Students gain a deep understanding of concepts such as how to identify strategic opportunities and validate alignment with corporate objectives, as well as how to formulate effective business plans and competitive strategies. Other topics include: positioning; market discovery and validation; market sizing; product portfolio management; measuring profitability; buy, build and partner strategies; distribution strategies; and roadmap development and communication.



## RATIONALE

The purpose of this 7.5-hour course is to provide students with an in-depth understanding of specific topics within the overall Pragmatic Institute curriculum. Through a lecture and lab format, students will learn the key components of how to understand your market and how to use that market data to drive product and business planning. Core concepts include: market discovery and validation; competitive assessment; business strategy and investment alignment; positioning; business planning; persona-based distribution strategies; market sizing; product portfolio management and how to build internal and external roadmaps.



## COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

- 1 Convert market data into strategic business and product plans.
- 2 Identify and analyze the right opportunities for investment.
- 3 Know how to evaluate the competitive landscape and formulate strategies based on market position.
- 4 Develop product positioning documents.
- 5 Examine an organization's pricing, profitability and product portfolios.
- 6 Apply buyer and user personas to distribution strategies.
- 7 Effectively share product vision and roadmaps with both internal and external audiences.



## TEXTBOOK and/or MATERIALS

**Student Book:** *Focus*

**Author:** *Pragmatic Institute*

### Student Supplemental Materials:

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| <ul style="list-style-type: none"> <li>• <i>Pragmatic Framework</i></li> <li>• <i>Strategy Matrix</i></li> <li>• <i>Competitive Landscape</i></li> <li>• <i>Competitive Information Template</i></li> <li>• <i>Competitive Analysis Worksheet</i></li> <li>• <i>Competitive Write-Up Template</i></li> <li>• <i>Solution Matrix</i></li> <li>• <i>Positioning Document</i></li> <li>• <i>Affinity Mapping Example</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Positioning Example</i></li> <li>• <i>Technology Case Study</i></li> <li>• <i>Business Proposal Template</i></li> <li>• <i>Buy/Build/Partner Worksheet</i></li> <li>• <i>Key Performance Indicators</i></li> <li>• <i>Project Evaluator Worksheet</i></li> <li>• <i>Business Plan Template</i></li> <li>• <i>Internal Roadmap Template</i></li> <li>• <i>External Roadmap Template</i></li> <li>• <i>Action Plan</i></li> </ul> |
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### I. Analyze the Opportunities

- A. Identify strategic business goals
- B. Assess competitive landscape
- C. Analyze investment opportunities

### II. Positioning

- A. Create positioning documentation
  - i. Overall problem statement
  - ii. Ideal solution
  - iii. Primary message
  - iv. Product description

### III. Propose to the Business

- A. Business plan
- B. Market discovery and validation
- C. Market sizing
- D. Pricing
- E. Product profitability
- F. Key performance indicators
- G. Buy, build or partner decisions
- H. Distribution
- I. Portfolio management
- J. Project evaluation

### IV. Communicate

- A. Internal roadmaps
- B. External roadmaps



## UNIT OBJECTIVES

### I. Analyze the Opportunities

- A. Assess market opportunities and align to business strategy
- B. Assess competitive landscape; formulate and document competitive strategy
- C. Analyze investment opportunities based on market impact and investment required

### II. Positioning

- A. Create positioning documentation as a corporate communication tool
  - i. State the market problem
  - ii. Describe the ideal solution
  - iii. Create the primary message
  - iv. Provide a product description
  - v. Affinity map market problems

### III. Propose to the Business

- A. Create business proposal and plan
- B. Discover and validate market problems
- C. Estimate and document market size
- D. Determine correct ways to price products
- E. Estimate product profitability
- F. Create key performance indicators
- G. Determine buy, build or partner strategies
- H. Utilize personas to drive distribution strategy
- I. Develop portfolio management strategy
- J. Evaluate projects based on financial impact and strategic fit

### IV. Communicate

- A. Create and share internal roadmaps
- B. Create and share external roadmaps



## COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of effective business planning. Also, students are required to participate in a group lab and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Convert market data into strategic business and product plans.	▶ Course exam and class participation.
Identify and analyze the right opportunities for investment.	▶ Course exam and class participation.
Know how to evaluate the competitive landscape and formulate strategies based on market position.	▶ Course exam and class participation.
Develop product positioning documents.	▶ Class participation, lab exercise, course exam.
Examine an organization’s pricing, profitability and product portfolios.	▶ Course exam and class participation.
Apply buyer and user personas to distribution strategies.	▶ Course exam and class participation.
Effectively share product vision and roadmaps with both internal and external audiences.	▶ Course exam and class participation.