

Product Prioritization & Planning Lab

PRAGMATIC INSTITUTE CUSTOMER STATISTIC

“55% of surveyed organizations have been able to increase confidence in their roadmap by taking Pragmatic Institute courses.”

TECHVALIDATE STUDY OF 1056 USERS

GET YOUR ORGANIZATION ON BOARD with your product priorities.

Identify the gaps in your organizational capabilities that hinder your product success.

Get everyone committed to a single product roadmap with the Product Prioritization & Planning Lab from Pragmatic Institute.

PRODUCT PRIORITIZATION & PLANNING LAB

The Product Prioritization & Planning Lab guides your team through a series of exercises to help you prioritize your product plans, and get everyone on the same page. Commit to a product roadmap that clearly lays out a plan of attack without tying you to unrealistic deadlines. Practice a repeatable process for the future so you, your team and your organization can feel confident in your future roadmaps and planning.

This 1-day, intensive lab helps your team prioritize and plan your organization's product activities and create a product roadmap everyone can commit to.

LEARN BY DOING

Our expert facilitator will walk you through the nitty-gritty of product roadmaps, breaking the topic into four sections:

▶ **Project & Opportunity Analysis.** Use our strategy matrix to identify all of the projects you're working on now, will be working on soon and have planned for the future.

▶ **Strategy Focus.** Prioritize the activities on the strategy matrix based on corporate strategy, the market, your competitive landscape and more.

▶ **Organizational Capabilities Gap Analysis.** Identify where you have gaps in your organization, if they present roadblocks and how they impact your ability to execute.

▶ **Roadmap Commitment.** Commit to completing those prioritized activities based on a "now, next, future" approach and create clarity on how that work will be completed.

+ LET THE MARKET GUIDE YOU

Talk to your sales representative about adding our Fresh Market Research Package to your lab. This package provides you with unique insights into your market and your organization based on a series of third-party market interviews, helping make sure that you're making decisions based on the latest market data and NOT opinions.

WHO SHOULD ATTEND

This workshop is perfect for product management, product marketing and cross-functional leaders. Maximum of 12 attendees.

This lab expands on ideas taught in *Foundations* and *Focus*.

WHY PRAGMATIC LABS?

We believe that some of the best learning happens while doing. With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills that matter. And it's all delivered with a lean-in approach that encourages total participation. Expand on the skills you learned in your Pragmatic courses and implement them into your organization.