



EXECUTIVE BRIEFING

Leading market-driven organizations

What to Expect

Workshop: A highly interactive workshop designed to bring cross functional executive teams together. Led by an experienced industry executive, this session helps leadership develop a clear understanding of what it means to be market-driven, why it's critical to the success of the company and how they can empower the organization to succeed.

- **Implement real change.** We don't just tell you that being market-focused is important. We provide a clear, proven blueprint to get your organization there, the Pragmatic Framework, which provides an overview of the tasks and activities needed to be market-driven.
- **Increase market impact.** Companies must constantly balance the need to improve current product offerings with the need to create products for the future. Learn how and where to focus resources for maximum return and how to use market facts, not opinions, to drive prioritization.
- **Build the organization that can take you into the future.** To be successful organizations must speak the same language and have a clear definition of roles and responsibilities. This session will help develop this internal lexicon and provide executives with an understanding of what to hold teams accountable for.

Attendees: Executives from across the organization. Designed for teams of 12-15 to enable open conversations.

Duration: 3 hours

Customer Experience

I attended a Pragmatic Institute training with my former company. In my new leadership role, I felt the executive management team needed to be on-board to enable company-wide adoption. The Executive Briefing allowed a shift to happen at the leadership level to a more outside-in way of thinking.

— Director of Brand Management, Marketing & Communications.

There were some healthy debates on roles and responsibilities and their relationship to the framework. We ended up getting structure and a repeatable process on product that helped the company ramp up from 4 to 14 product launches year over year.

— SVP/Director of Business Process Management

About Pragmatic Institute

Pragmatic Institute helps companies build and market products people actually want to buy. The company's full-service offering enables organizations to grow revenue, go to market faster and improve customer satisfaction ratings. The proven Pragmatic Framework is being deployed by product organizations in more than 8,000 companies today.



62%
Increased
product sales

63%
Reduced
time to market

48%
Improved
customer
satisfaction

Proven Results.

Based on a survey of 1,100 Pragmatic customers by TechValidate, a third-party market research firm.