

COURSE BREAKDOWN

Total Hours: 7.5
Lecture: 3.75
Lab: 1.0
Group Discussion: 0.75
Breaks: 1.5
Course Exam: 0.5

COURSE PREREQUISITE

Foundations



BUILD

Build teaches students a repeatable method for creating market-driven requirements and use scenarios. It emphasizes how to utilize market impact and evidence to prioritize, track and manage the development work backlog. Students gain a deep understanding of concepts such as how to build effective product teams and communicate release plans inside and outside the organization. Other topics include: using personas to articulate market problems, prioritizing requirements, planning and delivery, status dashboards and change management.



COURSE OBJECTIVES

MAIN OBJECTIVE:

Learn to provide a clear understanding of who your users are and what they're trying to accomplish so development can create innovative solutions that sell, regardless of development methodology.

Align Strategy to Execution

- Understand how to connect business strategy to product execution
- Identify stakeholders to communicate progress effectively
- Align product metrics with business goals

Creating Effective Teams

- Understand the roles of product management, design and development in building products
- Identify team roles and responsibilities
- Build trust and provide context to increase team effectiveness

Articulating Problems

- Adopt a human-centered approach to articulating market problems
- Differentiate the what and the how of addressing market problems
- Evaluate statistical anomalies and edge-case scenarios

Optimizing Delivery

- Create prioritized work backlogs based on business objectives
- Understand the difference between roadmaps and release plans
- Create product delivery schedules based on business goals
- Communicate product plans both internal and external to the organization

Plan for Change

- Understand how to plan for change using project time, scope and resources
- Establish effective project tracking for planned vs. actual delivery schedules
- Assess project successes and areas of improvement for incorporation into future plans



COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact.

- Roles for Effective Product Teams
- Persona Example
- Prioritization Worksheet
- Market Problems Table
- Market Requirements Template
- Requirements Summary
- Action Plan Template
- Team Working Agreement Template
- Stakeholder Matrix
- Stakeholder Communications Template
- Status Update Template



COURSE MODULES

01

Build Effective Teams

Create effective, empowered teams by increasing market knowledge, building trust and safety, and seeking shared understanding with development. Learn to implement a proven approach for working across locations and development methodologies.

02

Use Market-Based Prioritization

Maximize impact and minimize infighting by using market data to rank requirements objectively. Learn how to identify and prioritize opportunities that maximize market impact and rank opportunities objectively to minimize infighting while focusing development efforts around solving problems to ensure releases deliver results.

03

Keep Expectations Aligned

Lower risk and raise predictability by using metrics to fuel stakeholder alignment. Learn how to streamline estimates for increased efficiency and communicate project status to internal and external stakeholders.

04

Plan for Change

Make market-driven decisions when (not if) change occurs by monitoring work-in-progress. Understand how to plan for change using project time, scope and resources; and establish effective project tracking for planned vs. actual delivery schedules.



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 the importance of creating effective product plans that are aligned with strategic business goals. Students are also required to participate in group discussion, a lab exercise and successfully complete the certification exam associated with the course.



Attendees have the opportunity to certify in *BUILD* at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product MANAGER.