



FOCUS

Focus teaches students 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.



COURSE OBJECTIVES

MAIN OBJECTIVE:

Learn how to find the opportunities in your market's problems, score them objectively and identify where your company's strengths intersect with market values.

Analyze the Opportunities

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

Positioning

- Create positioning documentation as a corporate communication tool
- Ensure positioning includes the market problem, ideal solution, primary message and product description

Propose to the Business

- Create business proposal and plan
- Discover and validate market problems
- Estimate and document market size
- Determining correct ways to price products
- Estimate product profitability
- Create key performance indicators
- Determine buy, build or partner strategies
- Utilize personas to drive distribution strategy
- Develop portfolio management strategy
- Evaluate projects based on financial impact and strategic fit

Evaluate

- Create and share internal roadmaps
- Create and share external roadmaps



COURSE TOOLS AND TEMPLATES

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

- Pragmatic Framework
- Strategy Matrix
- Competitive Landscape
- Competitive Information Template
- Competitive Analysis Worksheet
- Competitive Write-Up Template
- Solution Matrix
- Positioning Document
- Affinity Mapping Example
- Positioning Example
- Technology Case Study
- Business Proposal Template
- Buy, Build or Partner Worksheet
- Key Performance Indicators
- Project Evaluator Worksheet
- Business Plan Template
- Internal Roadmap Template
- External Roadmap Template
- Action Plan



COURSE MODULES

01

Identify the Right Product Strategies

Implement a consistent approach to product planning, with an objective scoring method and a comprehensive toolset that can be used across product lines. Learn how to find the opportunities with the biggest impact, urgency and potential; measure the opportunity's alignment with corporate strategy; and assess where your product fits in the competitive landscape.

02

Gain Consensus for Product Plans

Build credibility by showing that a sizable market values the product, that it fits with corporate strategy and that there is money to be made. Learn how to document market research, sizing and validation; demonstrate pricing strategy and profitability that makes sense for your organization; and build business plans that align corporate goals and market needs.

03

Share the Product Vision

Provide documentation to get both internal and external stakeholders' support for product direction. Learn how to create appropriate roadmaps for various audiences, work across departments to deliver remarkable releases and execute toward the long-term strategic vision.



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. Students are also required to participate in group discussions and successfully complete the certification exam associated with the course.



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