



FOCUS

In the **Focus** course, learners are empowered to confidently select market opportunities their organizations should pursue. Starting with the fundamentals of strategic decision-making, the course emphasizes aligning potential opportunities with the company's overall strategy. Learners delve into opportunity scoring, by practicing opportunity evaluation based on data and consistent criteria. The course also guides them in building compelling market-driven cases using the Pragmatic product canvas, a key tool for articulating and persuading stakeholders. The product canvas, central to our course, aids in contextualizing opportunities and offers a structured decision-making framework. It challenges learners to thoroughly evaluate each opportunity at various stages, ensuring that each choice aligns with the company's strengths and market needs. By the end of the course, learners will be equipped to make informed strategic decisions, securing necessary resources and guiding their organizations towards meaningful success, supported by a clear product vision represented in their roadmap.



COURSE OBJECTIVES

MAIN OBJECTIVE:

To empower participants to strategically identify and pursue opportunities that align with their organization's strategy and market needs, enhancing decision-making and resource allocation.

Strategy

- Develop a comprehensive understanding of organizational strategy
- Document and determine if an opportunity aligns with the organization's strategy

Opportunity Scoring

- Score and compare opportunities based on clear, consistent and explainable attributes
- Identify and prioritize attributes aligned with an organization's goals and values for effective opportunity selection
- Assess an organization's unique strengths and leverage them in selecting market opportunities
- Evaluate both traditional and non-traditional competitors and market conditions to develop a competitive strategy
- Understand the potential impacts of opportunities on buyers and users, aiming for a net positive outcome and enhanced user experience
- Estimate the investment level and financial feasibility of each opportunity, aligning with available resources

Proposing to the Business

- Build a market-driven case for selecting this opportunity using the product canvas
- Formulate a compelling argument for your opportunity using the language of the business
- Assess market potential, avoiding common mistakes for more convincing propositions
- Understand various revenue opportunities, including direct, indirect, and recurring revenue, and the impact of an opportunity's success on these streams
- Estimate costs and profits, including involving finance departments and making critical buy, build, or partner decisions aligned with opportunity needs
- Emphasize the importance of aligning go-to-market channels, sales, and engineering teams with the characteristics of the opportunity for successful product launches
- Measure opportunities using metrics aligned with desired outcomes, utilizing realistic timeframes and data points for effective strategic decision-making

Communicate

- Integrate opportunities into roadmaps effectively, distinguishing between roadmaps and release plans for optimal stakeholder communication
- Understanding the differences between roadmaps and release plans and their distinct purposes, structures, and appropriate contexts for presentation to stakeholders
- Use roadmaps as tools for aligning team members with the product vision, enhancing collaboration and strategic planning



COURSE TOOLS AND TEMPLATES

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

- Pragmatic Framework
- Product Canvas
- Action Plan
- Strategy Matrix
- Distinctive Competencies Worksheet
- Product Canvas Presentation Template
- Competitive Landscape Worksheet
- Competitive Information Template
- Competitive Analysis Worksheet
- Competitive Write-Up Template
- Market Discovery Document
- Insight Report
- Opportunity Scoring Spreadsheet
- Buy/Build/Partner Decision Tree
- Buy/Build/Partner Worksheet
- Key Performance Indicators Worksheet
- Release Plan Template
- Release Plan Timeline Template



COURSE MODULES

01

Strategy

This module empowers learners to determine if market opportunities align with their organization's strategy. Using the Strategy Matrix, participants learn to distinguish between explicit and implicit strategies, thereby refining strategic alignment.

02

Opportunity Scoring

Learners will utilize a scoring model to assess market opportunities by aligning them with their organization's goals through key attributes: distinctive competencies, competitive landscape, impact to buyers and users, and investment level. This streamlined approach facilitates team collaboration and strategic decision-making.

03

Proposing to the Business

This module focuses on using the product canvas to craft compelling market-driven cases for opportunities, emphasizing opportunity selection. Participants learn to evaluate market size, revenue potentials, and cost-profit dynamics, aligning strategies for stakeholder support. It culminates in skills for persuasive proposal development aligned with business goals.

04

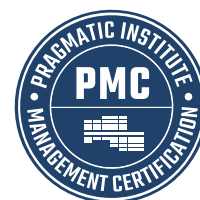
Communicate

This module teaches integrating product opportunities into roadmaps, focusing on strategic communication and stakeholder management amidst changing priorities. Learners differentiate between predictive roadmaps and specific release plans, emphasizing resource allocation, flexibility, and clear vision communication. It prepares participants to align teams and transform opportunities into successful products with effective roadmaps.



COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, learners will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of effective business planning. Learners 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 and will receive their corresponding PMC-Level badge through Credly.

pragmaticinstitute.com/certifications