COURSE BREAKDOWN
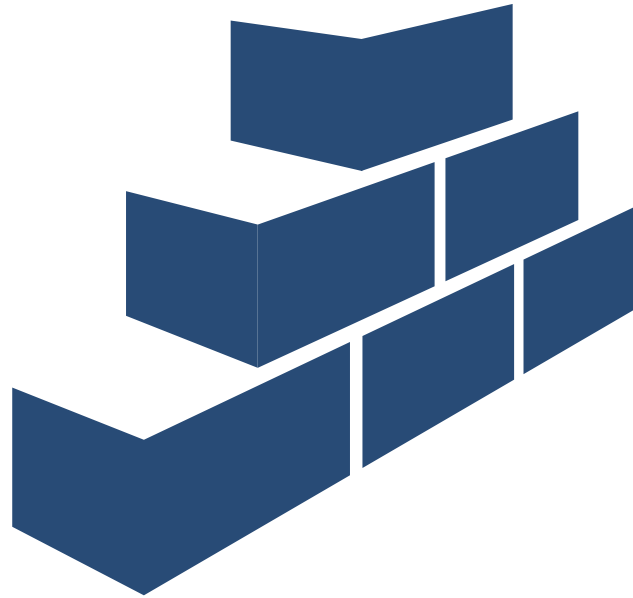Total Hours: 7.5
Guided Instruction: 3.5
Interactive Practice: 2.0
Breaks: 1.5
Course Exam: 0.5

COURSE PREREQUISITE
None

v24.03

FOUNDATIONS

Foundations introduces the importance of being market-driven. It emphasizes how to develop an understanding of your market and effectively share that information throughout the organization. Participants learn how to become market-driven by embracing the Outside-In Approach and explore concepts to uncover strategic opportunities, define product team roles and responsibilities, prioritize actual vs. desired business goals and how to talk to and observe the market in action. Participants will learn that effective product positioning articulates a product's unique value by solving market problems tailored to specific personas.The goal of Foundations is to arm learners with the ideas and tools needed to understand the market and the problems it faces, and then enable them to use that market knowledge to position, build and sell products people want to buy.

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COURSE OBJECTIVES

MAIN OBJECTIVE:
Understand the market and the problems it faces, and then use that market knowledge to build and sell products people want to buy.

The Pragmatic Framework

- Understand how the Pragmatic Framework can help develop a common language within an organization
- Perform gap analysis to compare actual performance with potential
- Define roles and responsibilities within an organization to enhance team collaboration and product development efficiency

Discover Market Problems

- Conducting win/loss interviews to uncover insights into market problems and customer decisions, guiding product strategy and improvements
- Identify opportunities within market problems and segments
- Conduct discovery interviews and observations, to effectively identify and understand market problems through direct customer engagement
- Leverage market discovery visits to develop detailed personas of your buyers and users

Validate Market Problems

- Apply a diverse set of validation techniques to accurately assess market problems, leveraging both qualitative and quantitative methods to ensure comprehensive market understanding
- Assess a market opportunity's viability, focusing on urgency, pervasiveness, and willingness to pay, to prioritize product solutions effectively

Identify Opportunities for Investment

- Identify opportunities your organization should pursue by leveraging key attributes like distinctive competencies
- Determine your organizations unique value proposition to the market by determining its distinctive competencies

Position the Product

- Understand the positioning process and results it produces
- Develop positioning focused on market problems
- Craft concise, persona-specific positioning to effectively address market problems

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COURSE TOOLS AND TEMPLATES

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

- The Pragmatic Framework
- Action Plan
- Market and Customer Activities Document
- Pragmatic Institute Gap Analysis
- Noisy 20% Quiet 80% Infographic
- Segmentation Worksheet
- Interview Matrix Worksheet
- Defining Markets Infographic

- Discovery Infographic
- Market Discovery Document
- Validation Infographic
- Distinctive Competencies Worksheet
- Positioning Worksheet and Example
- Positioning Document and Example
- Technology Case Study

COURSE MODULES

01 **The Pragmatic Framework**
Market-driven companies, which are 30% more profitable, succeed by listening to all market segments, planning products from the outside in, and leveraging market data to lower risks and increase rewards. The Pragmatic Framework module stresses the importance of engaging with every market segment, balancing strategic and tactical planning, and utilizing the Pragmatic Framework for clear role delineation and performance evaluation. Through these practices, organizations can uncover insights that fuel effective product development and sharpen market strategies, steering towards unrivaled success.

02 **Discover Market Problems**
Learn foundational strategies for understanding and engaging with the market. By emphasizing the importance of getting out into the market, defining clear market segments based on common problems, and engaging comprehensively with all parts of the market, organizations can uncover valuable insights that drive successful product development and market strategies.

03 **Validate Market Problems**
This module equips participants with the tools and understanding necessary to rigorously validate market problems. This ensures that the problems they choose to address are indeed worth solving, based on a clear demonstration of urgency, pervasiveness, and willingness to pay, thus laying a solid foundation for successful solution development and market entry.

04 **Identify Opportunities for Investment**
Through a blend of theoretical insights and practical exercises, this module equips participants with the tools and knowledge to strategically identify and evaluate market opportunities. By focusing on urgent, pervasive problems that customers are willing to pay to solve, and leveraging distinctive competencies, organizations can ensure they pursue the opportunities that align best with their strategic goals and market position.

05 **Position the Product**
Gain a thorough understanding of product positioning strategies, emphasizing the importance of early, problem-oriented, and persona-specific positioning efforts. Through a mix of theoretical insights and practical exercises, participants learn to develop effective positioning documents that guide internal strategy and external communications, ultimately ensuring that their products meet the market's needs and expectations effectively.

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 being market-driven. 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 *FOUNDATIONS* at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Master, Certified Product Manager and Certified Product Marketer.

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