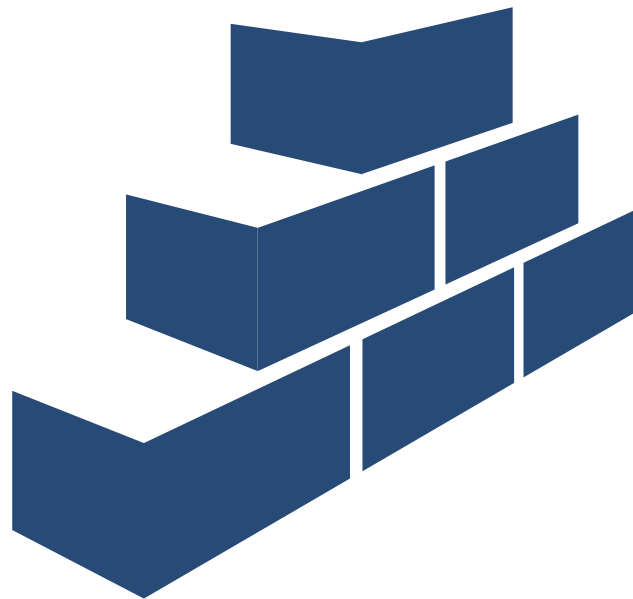


COURSE BREAKDOWN

Total Hours: 7.5
Lecture: 5.0
Group Discussion: 0.5
Breaks: 1.5
Course Exam: 0.5

COURSE PREREQUISITE

None



FOUNDATIONS

Foundations introduces students to the importance of being market-driven. It emphasizes how to develop an understanding of your market and effectively share that information throughout the organization. Students learn how to become market-driven by exploring concepts such as how 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. Other topics include: win/loss analysis, distinctive competencies, competitive landscape, innovation, buyer and user personas and positioning.



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.

Fundamentals of the Pragmatic Approach

- Understand common challenges faced by product and marketing teams
- Define a market-driven approach for decision making
- Identify and analyze all sources of market data
- Assess organizational roles and responsibilities
- Perform a gap analysis comparing actual vs. desired performance

Find Market Problems

- Engage the market to uncover problems through observations and win/loss analysis
- Document and report market problems
- Adopt buyer and user personas for a human-centered approach to the market

Identify Opportunities

- Understand the positioning process and the results it produces
- Develop positioning focused on market problems
- Cater positioning to specific personas and industries

Positioning

- Use data to assess urgency, pervasiveness and willingness to pay
- Augment roadmaps, business plans and pricing with data
- Establish meaningful timeframes for observation of success metrics
- Align product objectives and key results to business strategy
- Create data visualization options through no-code/low-code tools

Innovate

- Learn methods for encouraging innovation while reducing risk
- Understand how to balance vision, buying or using criteria and competition
- Categorize your solutions according to customer impact and depth of investment



COURSE TOOLS AND TEMPLATES

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

- Pragmatic Framework
- Pragmatic Gap Analysis
- Example Win/Loss Interview Questions
- Interview Matrix Worksheet
- Onsite Call Report Template
- Product Manager Call Report Template
- Segmentation Worksheet
- Solutions Matrix
- Affinity Mapping Example
- Positioning Document Template
- Positioning Document Examples
- Technology Case Study
- Action Plan



COURSE MODULES

01

The Need to be Market-Driven

Market-driven companies are 30 percent more profitable. Learn how to listen to all segments of the market, plan products from the outside in, lower risk and increase rewards by using market data.

02

How to Create a Market-Driven Organization

Review the tasks and activities required to be market-driven and learn to balance strategy and tactics. Get insights on implementing the Pragmatic Framework, defining roles and responsibilities and perform a gap analysis to compare actual performance with potential.

03

Build and Share Market Expertise

Look beyond demographics and your existing customer base to understand the whole market and share that context internally. Learn how to talk to and observe the market in action, develop detailed profiles of your buyers and users and document and share your market knowledge across the organization.

04

Uncover Strategic Opportunities

Learn techniques for scoring and comparing opportunities. Get key insights on how to identify opportunities within market problems, use three criteria to determine if problems are worth solving, and ensure you're the right company to solve the market problem.



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.