Creating a Shared Language: How Pragmatic Helps Align Your Organization and Product Team

Introduction

Training isn't a "check-the-box" task. It shouldn't be about one event or activity. Instead, investing in holistic education will help your team make better, faster decisions with clarity on what they need to do now and next.

But if that training isn't applied to your team's roles and they don't have a strong path to implement what they've learned—what's the point?

You're not alone if your company has previously purchased training and felt frustrated with the results. So many training options focus on teaching employees specific skills without considering how those skills fit into the broader context of the organization.

Truly effective training goes beyond the surface level of demonstrating a task or problem-solving approach. It gives employees a system to go from where they are to where they want to be.

The Pragmatic Framework isn't a step-by-step guide on how to do product management or product marketing; rather, it's the scaffolding that helps them adapt tried and true methodologies to the problems and tasks they are tackling.

We take a comprehensive approach to training that'll help your organization build a consistent approach to product across various teams and business units. And we'll tailor the learning journey to your company's goals.

But we're not keeping our approach a secret. We will pull back the curtain and explain precisely what makes our training transformational. This ebook will cover the three facets of transformational training and how tailored training can help employees develop the skills and mindset needed to drive organizational change.

⊙ TIME-TO-MARKET REDUCED BY

25%+

"**We accomplished our three-year plan in just 12 months, without Pragmatic that doesn't happen.**"

– Frank Tait, CEO, Executive Advisor and Board Director

⊙ After training with Pragmatic Institute, companies around the world reported experiencing one or more of the results contained. Numbers reflected are based on an independent survey conducted by Techvalidate.

Step 1: Organizational Alignment

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Organizational alignment refers to the shared understanding among employees, teams, management and executives for approaching strategy and tactics in different contexts.

With Pragmatic, that means getting your entire organization aligned around market-driven principles. When you listen to your market and solve the problems they face, you build and market products people want to buy.

After all, **market-driven companies are 31% more profitable**.

PRODUCT SALES IMPROVED BY
25%+

But aligning your organization to be market-driven is only the start. You'll need to create a list of clear goals and strategies to achieve market-driven status. That's where Pragmatic comes in.

We take a comprehensive approach to organizational alignment. We help companies gather data and insights from inside and outside the organization to identify the areas requiring transformation.

We'll also help your company create a shared language across the organization and the product team. This helps ensure everyone is on the same page and understands the goals and strategy.

Executive buy-in and support are essential for the successful implementation of this groundwork. Leaders should understand the need for a market-driven approach and fully commit to the transformation journey.

To ensure the success of your training program, it's important to first identify a prioritized set of activities or action items. By doing so, you can ensure that the skills and knowledge developed in training align with the most critical needs and goals of your organization.

This step also helps to provide clarity and direction to your team, enabling them to focus their efforts on the areas that will have the most significant impact. Once this foundational work is completed, your team can then dive into the practical skills development and experiential learning that will enable them to excel in their roles and achieve your organization's objectives.

This foundational work sets your teams up for training that can truly impact their approach.

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"The most unique thing about Pragmatic is that you take the time to **understand all the different disciplines and how they should work together so that you bring the best products to market** and you do listen to your customer."

– Ellen Derrico,
Senior Executive,
Advisory Board Member

# Step 2: Skills Training & Practice

Once the foundational work is completed, it's time to dive into skills development.

At Pragmatic, we take an action-oriented approach to skills development through hands-on exercises and experiential learning. By combining proven approaches with practice, we ensure that employees not only understand the concepts but can also apply them immediately toward achieving company goals.

Additionally, each of our instructors has held executive-level positions at some of the biggest and most innovative companies in the world. Their practical experience allows them to not only teach concepts but also to provide real-world examples and insights that bring those concepts to life. This helps our students to understand the relevance and applicability of what they are learning.

The Pragmatic Framework is a powerful transformational tool because it helps product professionals create consistent and predictable results. Our alumni regularly tell us that, long after completing their first training, the Pragmatic Framework still hangs in their office, and their workbooks are always within reach.

While our alumni attest to the lasting value of our training, the key to success lies in
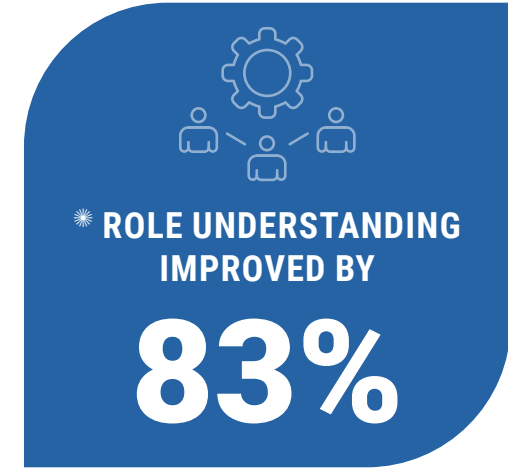
understanding your organization's specific needs. That's why we work closely with you to identify areas for improvement and craft individualized learning paths for each team.

To enhance their skills and achieve better results, team members can focus on various areas such as prioritizing opportunities, effective communication with other departments, building strategic go-to-market plans, pricing strategies, conducting buyer research, leading better launches, and finding actionable insights from data projects

Your team will leave every training session with the tools and methodologies they need to take action on their new knowledge.

✷ ROLE UNDERSTANDING IMPROVED BY
83%

✷ After training with Pragmatic Institute, companies around the world reported experiencing one or more of the results contained. Numbers reflected are based on an independent survey conducted by Techvalidate.

> "What I've consistently found about Pragmatic Instructors is that they've all held product leadership roles before they became trainers: In managing a product management organization, executing a product marketing function and being a leader.
>
> They bring that to the training so that when they're talking with an organization about best practices, they're not reading a script, they're talking about their real-world experiences."

– Jonah Paransky,
CEO, Crownpeak

Step 3: Ongoing Support

After you complete foundational work and schedule training, then what?

For some companies, that's it. You're on your own.

At Pragmatic, we know that transformation is an ongoing process that requires continuous support. That's why we have an entire process and team in place to help your teams stay on track with the right help.

Every Pragmatic alumnus received lifelong access to our vibrant online community of over 30,000 product peers. The community offers the opportunity to share best practices, get questions answered and see real-world examples. Additionally, our robust implementation toolbox includes guides, illustrations and adaptable templates supporting every activity on the Pragmatic Framework. There are countless discussion boards and conversations on every topic, as well as exclusive resources and events designed to further your teams' training.

We can also provide a certified coach to help your teams build a disciplined practice, review outputs and tailor templates. In addition, our alumni have access to continuing education and current thought leadership resources, including webinars from leading product voices, office hours with Pragmatic instructors, and a podcast.

And our dedicated customer success manager offers hands-on support to help ensure your organization stays on track with your transformation goals. With our support, your organization can maintain the momentum of your transformation journey and continue to drive long-term success.

87%
OF MEMBERS SAY THAT COMMUNITY ADDS VALUE TO THEIR TRAINING †

† Based on Qualtrics survey of current Pragmatic Alumni Community members

"What I love about the Pragmatic alumni community is the feeling that we all have something in common with these other people and went through those same things. Some people are farther along, and some people are just going through it for the first time, but we all get it."

— Ellen Grogan, Product Marketing, Amazon Web Services, and 2023 Pragmatic Alumni Community Ambassador

At Pragmatic, we take a holistic approach to learning that will help elevate your employees, your products and your organization as a whole. Our complete training ecosystem focuses on experiential learning tailored to your organization's specific needs.

And we don't just stop there. We offer ongoing support, including access to a vibrant online community, an implementation toolbox, certified coaches, continuing education resources and much more.

With this comprehensive approach, your team will have the skills and support needed to transform your product organization. All that's left is for you to take the first step on your team's journey.

Let us help you get started.

today to learn more about how Pragmatic can help power the transformation of your organization.

PRAGMATIC
— INSTITUTE —