



Product Operations

The Foundation For Efficiency And Scaling

This hands-on workshop teaches the Pragmatic approach to **Product Operations**, emphasizing its potential to act as a force multiplier. This workshop delves into the core components of Product Operations and how it can streamline processes, enhance team alignment and optimize product outcomes. Participants will learn to identify operational needs, know when processes are better handled centrally and how to leverage data-driven insights to drive strategic decisions. Throughout the session attendees actively engage in activities that reinforce learning and application of these concepts.

Participants will gain the skills to establish best practices across teams, ensure a unified approach to the product lifecycle and how to create a cohesive strategy that drives both immediate and long-term success. Learn how your organization can enhance its product operation capabilities.

TOTAL HOURS

4

KNOWLEDGE SHARING:

30%

ACTIVE APPLICATION:

40%

DISCUSSION AND REFLECTION:

30%

WORKSHOP PREREQUISITE:

NONE

WORKSHOP OBJECTIVES

MAIN OBJECTIVE: To provide you with the knowledge and tools needed to build an effective Product Operations strategy that will unlock the full potential of your Product Management teams.

Understanding Product Operations

- What is Product Operations
- What does it do
- What does it NOT do

Know if You Need Product Operations

- Signs you might need Product Operations
- How it differs from Product Management
- How it differs from Product Marketing

Improving the Use of Data

- Consolidation of all market data
- Roadmaps driven by market evidence
- Clarity between product KPIs and business goals

Improve Cross-Functional Collaboration

- Strategies for teams to work horizontally
- How to break down silos
- Consistent and aligned prioritization

WORKSHOP TOOLS AND TEMPLATES

Product Operations Core Components Assessment, Elements of Product Operations Philosophy, Product Operations Philosophy Template, Operations Playbook Example, Ideal Product Standards, Ideal Market Insights, Data Questionnaire, Ideal Business Insights, 90-Day Product Operations Plan Guide, Product Tech Stack Categories and Examples

WORKSHOP MODULES

- **What is Product Operations?** – Understand what Product Operations does, what it's responsible for and why it's a powerful force multiplier.
- **Product Standards** – What is expected of your Product Managers at each stage of the Product Lifecycle? Establishing clear Product Standards and examples of excellent work can help Product Managers be more productive.
- **Market Insights** – Learn how Product Operations can ensure Product Managers will get self-serve access to all the critical market data they need to track the competition and to build data driven roadmaps.
- **Business Insights** – Executives need visibility into how each team is contributing to the company's strategic initiatives. Product Managers need access to the proper business data to set and track their goals. Product Operations connects the two into one clear picture.
- **Design Your 90-Day Plan** – The plan is the culmination of the assessments, activities, and modules. It is immediately actionable and provides specific steps needed to make a fast impact.

WORKSHOP REQUIREMENTS/EVALUATION

Upon successful completion of this workshop, learners will understand the core concepts of Product Operations. Having completed an assessment of their current Product Operations, they will have pinpointed specific areas of improvement and documented next steps in their 90-Day Plan. Learners are required to participate in active application exercises and group discussions. A badge is provided for successfully completing this workshop.

