



Accelerate your **CAREER PATH**  
in **PRODUCT MANAGEMENT**

# Advanced PRODUCT MANAGEMENT PROFESSIONAL Workshop



AIPMM  
Certified

Knowledge Partner:



# Welcome

Founded in 2012, the Institute of Product Leadership is India's first B-School for technology managers, focusing exclusively on Product Leadership and eventually incorporating new age skills in Data and Design with the aim of transforming professionals into future industry leaders.



**4,000+**

Alumni  
Network



**300+**

Represented  
Companies



**350+**

Engaged Industry  
Leaders

"A very comprehensive overview for someone who is in the role or wants to get into the role of a Product Manager. Real world case studies and exercises and real senior practitioners from the USA conducting the workshop was the best part. While there is no Masters in Product Management, this is as good as it gets!"

**Basant Kumar,**  
Product Manager, McAfee



# Have you up-skilled your next generation Product Professionals?

The Advanced Product Management Professional workshop is tailored to meet the needs of senior professionals who are functional leaders in their own capabilities and wish to master the emerging techniques in Product Management and Product Marketing to develop a product mindset and increase their scope of influence as strategic leaders.

The workshop is a unique program developed by product management practitioners who have successfully launched products worth millions of dollars globally in both large multinational companies and small startups.

## Program Benefits



Develop in-depth understanding across the full spectrum of the 'productizing process', i.e., how to convert ideas into commercially viable products and services.



Assimilate and apply proven methodologies to manage, scale and develop the existing product portfolio.



Progress to a fast-track Leadership path through skill building and best-in-class performance.



Leverage actionable case studies and live exercises delivered by real-world practitioners.



Avail of a best practices toolkit comprising over 40 ready-to-use templates for requirements, roadmaps, competitive analysis and business planning.

# EXECUTIVE COACHES & FACULTY

## Global Senior Industry Practitioners



Our faculty are real-world practitioners who understand that teaching is not telling and that facilitating the experience is the best way to create true immersion for participants and make the learning truly actionable.

Faculty from the institute are not only involved in teaching but also act as mentors. They not only provide knowledge and skills, they also help you understand how to implement your learnings on your work and real life problem statements.





# WORKSHOP DETAILS

 <b>Program Duration</b>	 <b>Program Fees</b>
<ul style="list-style-type: none"> <li>▶ Workshop Conducted over 3 days</li> <li>▶ Time - 9 AM to 6 PM</li> <li>▶ In-Person workshop led by Executive Product Leader</li> </ul>	<ul style="list-style-type: none"> <li>▶ US\$ 1399/- (5% Scholarship for group corporate nomination)</li> <li>▶ Fees Includes workshop materials &amp; Product Management Toolkit</li> </ul>

For the latest schedule and updates, visit our website.



## COMPANIES WHO HAVE BENEFITED FROM WORKSHOP



# WORKSHOP MODULES

## ✓ MOD 1 Primer to the 'Productizing' 'Innovation' Process

- ▶ Understand the mechanics of managing a product lifecycle and creating new products
- ▶ Introduction to the Product Management role, responsibilities and interlock
- ▶ Cross functional Leadership & Influence

## ✓ MOD 3 Strategic Planning

- ▶ Target Market Definition and Sizing
- ▶ Developing Product Strategy
- ▶ New Product Development Innovation Management
- ▶ Portfolio Management
- ▶ Business Model and Plan

## ✓ MOD 2 Market Analysis

- ▶ Market Research Techniques and Methodologies Discovery and Validation
- ▶ Competitive Analysis
- ▶ Customer Win/Loss Analysis
- ▶ Understanding Product P&L, Business Performance Metric

## ✓ MOD 4 Product Planning

- ▶ User Personas
- ▶ Use Cases & Requirements
- ▶ Developing & Presenting Product Roadmaps

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**Any product  
that needs a  
manual to work  
is broken.**



# WORKSHOP MODULES



## MOD 5 Go-To-Market and Sales Enablement

- ▶ Product Positioning & Value Communication
- ▶ Strategic Pricing
- ▶ Elements of Marketing & Launch Leveraging Social Media
- ▶ Sales Cycle & Enablement Assets



## MOD 6\* Certification Preparation

- ▶ 1-Day Preparation for Certified ProductManager (CPM) & Certified Product Marketing Manager (CPMM) Examination
- ▶ Taking the Assessment Online (Approximately 3 hours)

### Program Faculty

The workshop is led by Executive Product Leaders and Marketing Leaders who have in-depth knowledge and hands-on experience in the conception, building, launching and marketing of successful products in global companies such as McAfee, Oracle and IBM, both in the United States and in India.



**Minimum of 5 Years of work experience and a strong desire to become a business leaderip will help prariticipants get the most out of the workshop.**





A great Product Manager has the brain of an engineer, the heart of a Designer and the speech of a Diplomat.



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### **INDIA**

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