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# Strategic Product Management for Planners™

## COURSE DESCRIPTION

Strategic Product Management™ (SPM) - This two-day core seminar provides attendees with the knowledge, skills and tools to effectively plan and market technology products and services. Product management is a domain that holds two disciplines: product marketing and product planning. Accordingly, this seminar is based on the Product Manager's Toolkit™ (PMTK) and PMTK Action Model - a comprehensive set of product planning and product marketing work templates, and accompanying process methodology, that illustrate notable best practices and processes (used by top technology companies) to create successful market-driven products.

Procedural Requirements Management™ (PRM) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively identify and articulate market requirements. Ambiguous market requirements lead to flawed products and dissatisfied customers, but well-defined market requirements are the basis for a smooth development process and marketplace success. This seminar demonstrates effective practices that clearly identify and articulate market requirements. The outcome is a whole Market Requirements Document (MRD) that represents an intelligent commitment to customers.



# Strategic Product Management for Planners™

## COURSE SYLLABUS

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### SPM Seminar (Day One)

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#### I. Introduction

- Product Management Domain
- Roles And Goals
- Team Model

#### II. Corporate Strategy Mix

- Product Overview
- Product Delivery Strategies
- PMTK Problem Echelon Model

#### III. PMTK Action Model

- Product Management Phases
- PMTK Action Model Overview
- Research

#### IV. Product Marketing

- Evaluation Phase
  - Business Case
  - Competitive Analysis
  - Product Comparison

- Strategy Phase
  - Corporate Mission
  - Product Positioning
  - Value Documents (Axioms, PSFB, USP)
  - Market Plan
- Readiness Phase
  - Company Profile
  - Product Backgrounder
  - Collateral Matrix
  - Press Release Questionnaire
  - Launch Plan

### SPM Seminar (Day Two)

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#### V. Product Marketing (continued)

- Execution Phase
  - Company Presentation
  - Product Presentation
  - Lead Generation
  - Marketing Review

#### VI. Product Planning

- Planning Phase
  - Market Requirements
  - Use Cases
- Definition Phase
  - Features Matrix
  - Product Roadmap
- Development Phase
  - Pricing Model
  - Public Relations
- Maintenance Phase
  - Win/Loss Analysis
  - Customer Visit

#### VII. Process Efficiency

- People
  - Meeting Rules
  - Management By Objectives
- Decisions
  - Decision Making
  - Deliverable Sign-Off
- Deliverables
  - Generic Templates
  - Bundle Book
- Learning
  - Gap Analysis
  - Performance Review

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**CONFIANZYS**

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## COURSE SYLLABUS

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### PRM Seminar (Day Three)

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#### I. Introduction

- Definitions
- Necessities
- Entities

#### II. Product Delivery Process

- Key Documents
- Roles and Responsibilities
- Internal Delivery Process

#### III. Market Requirements Document

- Building the MRD
- Users and Personas
- Blackblot Product Frames Model
- Understanding Market Requirements
- Writing Market Requirements
- Requirement Categories
- MRD Structure
- Better Requirements
- Use Cases
- Product Requirements Document

#### IV. Obstacles

- High-Tech MRD Problems
- Failure Reasons

#### V. Agile Development

- Agile and PM
- Product Owner
- Agile Implementation Rules

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