

Product Management for Effective Commercialisation of Software



"This course is an excellent primer to the art of product management. I found both Mary and Tony to be top-notch communicators who understand what it means to be a product manager and can explain it to others in an interesting and informative way. Highly recommended."

Stephen McAreavey, Lagan Technologies

"I thoroughly recommend this clear and comprehensive course. I have been given the tools that are going to make me a more successful product manager. Immediately after the course, using just one tip from the trainer, I managed to save about 10 - 15 days on my timescales."

Paul O'Kane, Venture Manager, BT

"The course was intense, relevant and thought provoking. It has provided a sound foundation on which to develop and grow in my relatively new role as product manager."

Karen Woest, Consilium Technologies

"Excellent breadth and depth of the product management processes backed up by solid industry experience. The course is valuable for both the experienced Product Manager as well as other functions in the organisation."

Antoine Rey, Business Development Manager, welocalize

"I'm currently working on a strategy for product development based on the guidelines you gave, which will help take us forward. Developing the 'elevator pitch' was also a particularly useful exercise, and I've done some further revision and improvements to mine based on the tips you gave. Once again, I'd like to thank both you and Tony for a great course, which I know has helped me identify and start developing a future strategy for my company."

Oisín Ó Murchú, The Good Software Company

"The Product Management course was of great value as it put the whole area of Product Management into the context of the wider organisation. The practical examples and workshop sessions cemented the theory and encouraged wider discussion."

Shane McDermott, Tibus

"Product Innovator runs a fast-paced Product Management course that covers all essentials for the beginning product manager. This is a very efficient course that lets one pick up a wealth of information in a short amount of time."

Leo Blonk, Fotonation

Discover how to implement proven product management processes that will maximise your product's success in the marketplace.

What is Product Management?

Product Management is a strategic role which combines the definition of product deliverables that satisfy customer and market requirements, with the execution of marketing programs that drive sales.

The product manager is responsible for the entire lifecycle of a product - from its initial definition through planning its end-of-life. Although job titles may differ, product management is an essential function employed by leading technology companies to maximise market share and increase profitability.



Who Should Attend?:

Those in the Technology Sector who are new product managers, practising product managers, seeking a refresher course or programme/ project management, engineering and marketing managers or staff that share duties or collaborate with product management

Product Innovator Ltd also provides:

- In-house coaching: Deriving market intelligence from market analysis
- In-house facilitated Product and /or Company Positioning workshops

Product Management Course Modules



Building Concepts into Commerce™

Product Management Course Agenda Day 1: (9am—5pm)

Product Manager Role and Function An introduction to the Key Process Areas of Product Management, the role and responsibilities of the Product Manager, where this role fits in the organisation and how it interacts with other company departments. Implement product management functions and processes to maximise your product success.

Market Analysis Market Research process, information sources, customers and competition. Understand the importance of market intelligence for strategic decision-making. Validate product concepts with the market before costly implementation.

Product Strategy Articulate your product goals and define a winning strategy approach based on opportunities/ business cases derived from market analysis.

Strategic Pricing Avoid common pricing mistakes. Understand the relationship between costs, customers and competition and maximise your profits by learning how to implement a value-based pricing strategy.

Agenda Day 2 : (9am—5pm)

Requirements Management Ensure product specification contains only features/ functionality that customers are willing to pay for. Include all relevant stakeholders in requirements elicitation process ensuring that you avoid costly development mistakes.

Positioning Understand where your product 'fits' in relation to the competition. Understand where the opportunities are to provide unique benefit to your target customer, and articulate this message clearly to them.

Product Planning Identify clearly your target audience, and efficiently manage your resources, processes and deliverables to ensure product success.

Go-To-Market Planning Create implementation plans, including Product Launch and Social Media Marketing plans that allow you to realise your product strategy.



Participants walk away with practical experience, tools and materials that are directly transferable to real-life enterprises. Participants who achieve a score of 60% or higher in the training assessment of the 2-day Product Management course will receive an **Endorsed Award from the Institute of Leadership and Management, London.**

"I can't recommend this course highly enough! The product definition & positioning exercises will be of great interest to startup companies with brand new products and established companies launching new products."
Niall Keane, Sykon Software Ltd

"I left invigorated with new ideas and approaches to try on my own products."
Fionnuala Callan, S3 Group Ltd.

"I would recommend this training to anyone who is looking to reinforce their product positioning or is looking to understand the fundamentals of product management."
Chris Griffin, System Solutions

"As a company currently re-examining our product positioning and gearing up for further major growth, this course was timely, appropriate and was very well researched and presented."
Pearse Coyle, Zarion

"A very worth-while course which I would recommend to any Irish Software Company who are serious about making a professional impact with their software product"
John Hughes, CEO, Baydon Solutions

"I would recommend this course to anyone who wants to understand and implement key product management processes in their company."
David Knapp, Mentec

"The Product Management training provided by Product Innovator was both very educational as well as commercially beneficial. Of particular and timely interest to CP3 Group were the modules on Product Positioning and Pricing. Both modules provided valuable input for the rollout of our online product/service."
Niall Downey, CP3Group.com

"I would highly recommend this course to anyone interested in the product management process, it is interactive, informative and Mary is an excellent presenter."
Bernie Farrell, Lionbridge

"Very useful refresher course"
Elaine Doyle, Magnet Entertainment

"Product Innovator covered a huge amount of ground in the two day intensive Product Management course. A very comprehensive, well delivered training course with plenty of real world insight. Highly recommended."
Martin Clancy, Xiam

For information on upcoming public courses, or to schedule in-house training, please contact us at:

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