

Product Management in Agile

Efficiently managing products within agile frameworks.

Introduction

Products are created, released, improved, and re-released in record time in the modern world. Agile product management is essential for establishing a competitive edge and thriving in the quickly advancing and constantly changing modern world. Product managers must acquire interdisciplinary abilities so they can collaborate with a variety of colleagues on projects ranging from innovation to sales and marketing to product development.

You will gain a basic understanding of how to create new goods and services with this Agile Product Management training course, along with practical tools and strategies that will support you in reaching your objectives.

The following will be covered in this Course N Carry Agile Product Management course:

- The essential procedures and frameworks for agile product management
- Creating a plan for future goods or services
- Projecting the quantities of new products and the financials of the business case
- Value engineering and product/service pricing to reach market price points
- Accelerating the creation of new products and services by employing agile project management techniques

Objectives

Upon completion of this Agile Product Management course, you will have the ability to:

- What are the main frameworks that agile product management uses?
- Identify important stakeholders and develop new product roadmaps to gain their approval.
- Examine the possible market for new goods and services.
- Describe the processes involved in pricing new goods and services and how to adjust value.
- Show how to organise and carry out the entire product development process, from requirements to testing.

Training Methodology

To guarantee optimal engagement, comprehension, knowledge, and retention of the material provided, this Course N Carry training course will make use of a variety of tried-and-true online learning strategies.

Expert lectures will be interspersed throughout the training programme with lively and captivating activities including case study analysis, creating questionnaires and surveys, creating a new product, quizzes, and discussions.

Organizational impacts

After completing this Agile Product Management training course, participants will have a deeper comprehension of how strategic brand management initiatives support business goals when they return to their respective organisations.

- Taking a methodical approach to managing products
- Conceiving and producing novel goods or services
- Choosing a product's place in the market
- Projecting expenses and predicting product sales
- Promoting creativity
- Accelerating the introduction of fresh goods and services

Personal Impact

The following are some ways that this Agile Product Management training course will help participants improve their product management skills:

- More efficiently organising and carrying out the creation of new products
- Generating financial and volume estimations and forecasts for business cases
- Determining the place of a good or service in a market
- Utilising innovative methods to expedite the creation of new products
- Value engineering methods are used to satisfy customer needs at related pricing points.
- Utilising agile methods to consistently provide the organisation with additional value

Who should attend?

A wide spectrum of professionals interested in marketing and brand management will benefit from this Course N Carry Agile Product Management training course, but the following will be especially helpful:

- Executives in Marketing
- Managers of Brands
- Principal Account Managers
- Professionals in Business Development
- Business owners
- Owners and Managers of Small to Medium Enterprises (SMEs)

- Managers and Executives in sales

Course Outline

Day 1

Frameworks for Product Management

- Framework for product management
- The function of a product manager
- Product management success factors
- Recognising and controlling expectations from stakeholders
- Frameworks for innovation
- Reporting structure
- Product roadmaps as well as portfolios
- Opportunities lost in product distribution networks

Day 2

Planning and Research

- Estimating revenue and sales volumes
- Compiling the business case's finances
- Understanding client demands and product specifications
- Products are value-engineered to market pricing points.
- Creating techniques for pricing
- Taking alternatives off the table
- Expanding the use of a novel good or service
- The blueprint for launching a new product

Day 3

Techniques for Agile Project Management

- Defining management and quality standards
- The triangle of agile delivery
- Project lifecycle types
- The planning methods and agile process
- Calculating the amount of time needed
- Delivery control burndown charts
- Superior instruments and methods

Day 4

Sales Strategy Product Management

- Copywriting Tools & Techniques: A Comprehensive Guide
- Matching offers to the demands of the customer
- Describing the roadmap for the client experience
- Creating and utilising personas for customers
- The structure of the pitch book
- Responding to complaints from clients
- Encouraging and guiding colleagues to boost sales
- Creating incentive programmes and evaluating client loyalty

Day 5

Market Research for Product Development

- The skill of placing oneself to compete
- Five factors to take into account while selecting markets
- Three viewpoints on the market
- The significance of strategic alignment
- Putting a market to paper
- Evaluating the overall market and the complete revenue accessible to the market
- Evaluating the overall potential and anticipated revenues for each segment
- Selecting and eliminating market niches