

Introduction for non product managers

Does your organisation really know what to expect from Product Management?



Target group

For employees of functions who interact with product management (R&D, sales, management, etc...) or for people considering a next job in product management

Content

Definition, what is / what is not PM

Interactions and hand-over, what to expect from product management and what do they expect in return?

Duration

2-3 hours

Value created:

Aligning the expectations on PM with other functions improves cross-functional collaboration