

Introduction to Product Management

Understand the role and the stakeholders expectations



Target group

Junior PM & new to the job (< 6 months)

Content

Definition, what is / what is not PM
Market analysis and customer needs
Life cycle management
Writing project proposal
Value proposition
Product launches
Managing product in the market place
Time and stakeholder management

Duration

1 day

Value created

Better understanding the role and the main tasks to be performed. Understand stakeholders expectation and get balance between strategic and operative tasks