Mastering Product Leadership: Influence & Strategic Impact

2027 □□□□ 28 – 24
Munich (Germany)



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Ref: 20222367_197124 Location: Munich (Germany) Fees: 5200 GBP

Why This Course

In today's fast-moving digital environment, product leaders are expected to do far more than manage backlogs or oversee delivery. They must define direction, influence decisions across the organization, inspire teams, and drive innovation in ways that create measurable business impact. Strong product leadership is now essential for aligning customer needs, business priorities, and long-term product vision in increasingly complex organizations.

This intensive 1-week course equips product leaders with advanced skills to drive innovation and strategic impact. Participants will learn to cultivate influence, lead high-performing teams, and shape product vision. Through hands-on exercises and real-world case studies, participants will develop the leadership capabilities needed to excel in senior product roles.

What You'll Learn and Practice

By joining this program, you will:

- Develop advanced product leadership skills and strategic thinking.
- Master techniques for influencing stakeholders and driving organizational change.
- Learn to build and lead high-performing product teams.
- Craft compelling product visions and strategies.
- Enhance decision-making skills for complex product challenges.
- Cultivate a culture of innovation and continuous improvement.

The Program Flow

Day 1: Foundations of Product Leadership

- Defining product leadership in today's digital landscape.
- Key traits and competencies of successful product leaders.
- Balancing strategic thinking with tactical execution.
- Developing your authentic leadership style.



Day 2: Building Influence and Stakeholder Management

- Mapping and analyzing stakeholder relationships.
- Techniques for effective cross-functional collaboration.
- Mastering the art of persuasion and negotiation.
- Communicating product vision and strategy to diverse audiences.

Day 3: Leading High-Performing Product Teams

- Hiring and developing top product talent.
- Creating a culture of autonomy and accountability.
- Effective goal-setting and performance management.
- Fostering innovation and creativity within teams.

Day 4: Crafting Product Strategy and Vision

- Frameworks for developing compelling product visions.
- Aligning product strategy with business objectives.
- Prioritization techniques for complex product portfolios.
- Balancing short-term wins with long-term strategic goals.

Day 5: Driving Organizational Change and Innovation

- Leading digital transformation initiatives.
- Implementing agile at scale in product organizations.
- Fostering a culture of experimentation and learning.
- Measuring and communicating product impact.

Individual Impact

- Strengthen your confidence and effectiveness as a product leader.
- Enhance your ability to influence stakeholders and align teams around product direction.
- Build stronger skills in strategic thinking, prioritization, and leadership communication.
- Gain practical tools to lead innovation, improve team performance, and navigate complex product decisions.

Work Impact

- Improve alignment between product strategy, business goals, and customer value.
- Strengthen cross-functional collaboration and decision-making across the organization.
- Support higher-performing product teams through stronger leadership and clearer direction.
- Enhance the organization’s ability to innovate, adapt, and deliver stronger product outcomes.



Training Methodology

This program integrates product leadership principles, strategic frameworks, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on product leadership, innovation, and organizational influence.
- Practical exercises in stakeholder management, strategic planning, and team leadership.
- Interactive workshops on product vision, prioritization, and change leadership.
- Group discussions on leadership challenges, product culture, and decision-making in complex environments.
- Frameworks and tools for applying effective product leadership practices in senior roles.

Beyond the Course

Upon completion, participants will be better equipped to lead products with greater confidence, clarity, and strategic influence. They will return ready to:

- Build and communicate stronger product visions and strategies.
- Influence stakeholders more effectively across the organization.
- Lead product teams with greater impact and accountability.
- Drive innovation and organizational change in ways that support long-term product success.

