# Global Product Management: Strategies for Success Worldwide

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Milan (Italy)

UK Traininig
PARTNER



# Global Product Management: Strategies for Success Worldwide

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## Why This Course

In today's interconnected economy, product managers are increasingly expected to think beyond a single market. Expanding internationally requires more than translating a product or launching in a new region. It involves understanding market dynamics, adapting to cultural differences, aligning pricing and positioning, managing global teams, and delivering products that remain relevant across diverse customer environments.

This intensive 1-week course equips product managers with the skills and knowledge needed to successfully manage products in a global context. Participants will learn strategies for international market entry, product localization, cross-cultural team management, and global product launches. Through case studies and hands-on exercises, attendees will develop a comprehensive toolkit for navigating the complexities of global product management.

## What You'll Learn and Practice

By joining this program, you will:

- Develop strategies for successful international market entry and expansion.
- Master techniques for effective product localization and adaptation.
- Learn to manage cross-cultural product teams and stakeholders.
- Understand global pricing strategies and revenue models.
- Create and execute international product launch plans.
- Analyze global market trends and competitive landscapes.

## The Program Flow

### Day 1: Foundations of Global Product Management

- Introduction to global product management.
- International market analysis and segmentation.
- Cultural considerations in product development.
- Global product strategy frameworks.



### Day 2: Product Localization and Adaptation

- Localization vs. standardization strategies.
- Adapting product features for different markets.
- Localization of user experience and design.
- Managing localization processes and teams.

### Day 3: Global Pricing and Go-to-Market Strategies

- International pricing models and strategies.
- Developing global value propositions.
- Channel strategies for international markets.
- Legal and regulatory considerations.

### Day 4: Managing Global Product Teams

- Cross-cultural communication and collaboration.
- Leading distributed product teams.
- Stakeholder management across borders.
- Global product development processes.

### Day 5: Global Product Launches and Metrics

- Planning and executing international product launches.
- Global marketing and promotion strategies.
- Measuring success across different markets.
- Adapting and iterating based on global feedback.

## Individual Impact

- Strengthen your ability to manage products across international markets with greater confidence.
- Enhance your skills in localization, pricing, and cross-cultural collaboration.
- Build stronger capability in creating market-specific strategies while maintaining product direction.
- Gain practical tools for leading global launches and making better decisions in multi-market environments.

## Work Impact

- Improve the organization’s ability to expand products into new international markets successfully.
- Strengthen product-market fit through better localization and adaptation strategies.
- Support stronger coordination across regional teams, stakeholders, and product functions.
- Enhance global product performance through better pricing, launch planning, and market analysis.



## Training Methodology

This program integrates global product strategy, practical market application, and cross-functional collaboration to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on international product expansion and global launches.
- Practical exercises in market analysis, localization planning, and pricing strategy.
- Interactive workshops on cross-cultural communication, stakeholder management, and go-to-market planning.
- Group discussions on regional differences, regulatory factors, and global product challenges.
- Frameworks and tools for applying global product management practices effectively in professional settings.

## Beyond the Course

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

- Build stronger global product strategies aligned with business goals.
- Adapt products more effectively for different markets and customer needs.
- Lead international product efforts with better coordination and communication.
- Support successful global launches through sharper planning, pricing, and market execution.

