Certified Product Management: Strategy to Execution

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Vienna (Austria)



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Why This Course

Product management is the bridge between customer needs, business goals, technology, design, and market opportunity. Successful product managers must be able to understand users, define strategy, prioritize features, guide cross-functional teams, launch products effectively, and use data to improve performance over time.

This intensive 1-week Product Management Training program provides participants with a practical foundation across the full product lifecycle, from strategy and discovery to development, launch, and optimization. The course covers product manager responsibilities, market research, customer insights, product strategy, roadmapping, prioritization, Agile product planning, user stories, backlog management, go-to-market planning, product metrics, and continuous improvement. Through hands-on exercises and real-world case studies, participants will gain the skills needed to build successful products and support business growth.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role and responsibilities of a product manager.
- Manage products across the full product lifecycle.
- Align product strategy with business goals and customer needs.
- Conduct market research and competitive analysis.
- Develop customer segments, personas, and insight-based product decisions.
- Identify and validate customer needs.
- Create product visions, strategies, and roadmaps.
- Apply prioritization frameworks to balance value, effort, risk, and business impact.
- Use Agile product planning for faster iteration and delivery.
- Write effective user stories, requirements, and acceptance criteria.
- Manage product backlogs and collaborate with design and engineering teams.
- Develop go-to-market plans and product launch strategies.
- Measure product success using KPIs, analytics, and product dashboards.



The Program Flow

Day 1: Foundations of Product Management

- Understand the role, responsibilities, and mindset of a product manager.
- Explore product lifecycle management from idea to retirement.
- Identify key stakeholders and communication needs.
- Understand how product managers work with business, design, engineering, marketing, and sales teams.
- Get introduced to product strategy and its role in product success.

Day 2: Market Research and Customer Insights

- Conduct effective market research to understand customer and market needs.
- Develop customer segments and user personas.
- Apply competitive analysis techniques to identify market positioning.
- Identify customer problems, motivations, and unmet needs.
- Validate product ideas using structured customer discovery methods.

Day 3: Product Strategy and Roadmapping

- Develop a clear product vision and strategy.
- Align product goals with business objectives.
- Apply prioritization frameworks and decision-making techniques.
- Create and manage product roadmaps.
- Use Agile product planning to support flexibility, focus, and faster delivery.

Day 4: Product Development and Execution

- Write clear user stories, requirements, and acceptance criteria.
- Collaborate effectively with design and engineering teams.
- Understand Agile development methodologies from a product management perspective.
- Manage and refine product backlogs.
- Support delivery through sprint planning, review, feedback, and iteration.

Day 5: Product Launch and Optimization

- Develop go-to-market strategies for new products and features.
- Plan launch activities, messaging, channels, and stakeholder coordination.
- Measure product success using key metrics and analytics.
- Use product performance data to guide improvement decisions.
- Build a culture of innovation, experimentation, and continuous product iteration.



Individual Impact

- Build confidence in managing products from strategy to launch.
- Strengthen market research, customer discovery, and competitive analysis skills.
- Improve product strategy, prioritization, and roadmap development capabilities.
- Gain practical experience in Agile product planning and backlog management.
- Develop stronger data-driven decision-making and product optimization skills.

Work Impact

- Improve product-market fit through better customer understanding.
- Strengthen alignment between product decisions and business objectives.
- Improve collaboration between product, design, engineering, marketing, and sales teams.
- Support faster delivery through Agile planning and structured prioritization.
- Increase product success through better launch planning, metrics, and continuous improvement.

Training Methodology

This program combines product management concepts with practical application through:

- Product lifecycle and strategy case studies.
- Market research and customer persona exercises.
- Competitive analysis and customer validation workshops.
- Product vision, prioritization, and roadmap development activities.
- User story writing and backlog management practice.
- Go-to-market planning and product metrics dashboard exercises.

Beyond the Course

Upon completion, participants will be able to:

- Create strategic product roadmaps aligned with business objectives.
- Design and conduct customer research studies to validate product ideas.
- Develop go-to-market plans for new products or features.
- Write user stories and manage product backlogs effectively.
- Build product metrics dashboards to track and optimize performance.
- Lead product initiatives with stronger strategy, customer focus, and cross-functional collaboration.

