

Certified Product Management: Strategy to Execution

2027 00000 9 - 5
Geneva (Switzerland)

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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.

UK Training

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

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.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black font.

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