



Communication & Alignment

REMOTE TRAINING COURSE

How successful product teams build understanding, get buy-in and make strategic impact.

Communication and Alignment teaches product teams to increase their strategic impact and organizational influence. Empower your product team to deliver more effectively with buy-in and support from their stakeholders.

The big questions

- How can product managers build effective relationships with stakeholders?
- How can product teams create a communication strategy that builds alignment across their organization?
- How can product teams craft an evidence-driven product vision and ensure buy-in?

What we cover

Strategic Impact

- Your role as a product manager within your organization
- The role of 'process' in your product practice
- The importance of influence

Stakeholder Management

- How to build valuable relationships that benefit your product
- Identifying and mapping your stakeholders
- Extracting valuable insights from your stakeholders
- Uncovering your stakeholders motivations and using them to drive alignment

Team Communication

- Build an effective communication strategy.
- Break down the characteristics of your report.
- Structure and format a report that serves your audience
- Identify situations where bias can influence your report

Alignment

- Highlight the importance of alignment when presented with new opportunities
- Build a methodical, defensible framework for evaluating opportunities as a team
- Identify what information you might need to evaluate

Prioritization

- Different prioritization methods and frameworks
- Prioritization as a collaborative process
- Placing evidence-driven decision-making at the heart of your priority conversations

Facilitating Discussions

- Techniques to drive conversations toward decisions and action
- Identifying facilitation best practices
- Crafting a successful workshop/collaboration session

What attendees are saying

“I would thoroughly recommend this workshop. We learned about a lot of useful frameworks that I think my team can implement even starting tomorrow. I especially appreciated learning how to prevent constant prioritization changes and build better trust by keeping better alignment with clients.”

Catherine Chilton, Senior Product Manager at Brightspot

“There were a lot of high value topics covered, and the facilitator did a good job trying to assess which ones were most relevant/useful for our group; I liked the variety of frameworks presented and discussed, the breakout room exercises and feedback slots. I would recommend these sessions to others.”

Tamsyn Brownie, Product Manager at EF Education First

“We are walking away with several tools and frameworks we can implement right away when we get back to our teams. I know exactly where to start.”

Milly Montejano, Contact Experience lead at Riot Games