



Product Management Foundations

REMOTE TRAINING COURSE

What is the role of the product manager?

Foundations is an overview course that helps product managers develop a broader understanding of their role. Build confidence, deepen product culture, and align your product team around a shared understanding of their craft.

The big questions

- What are the core functions and primary responsibilities of a product manager?
- What does good product management look like?
- How do product managers know if they are adding value?

What we cover

Product Development Lifecycle

- The stages of the product lifecycle and how they fit into your role
- Learning Mindsets and how they apply at each stage of the product lifecycle
- Evolving your craft as a product manager

Goals Alignment

- OKRs vs. KPIs vs. Metrics
- Breaking down business goals for your product
- Aligning the team and organization around goals
- The difference between business goals and product outcomes

Hypothesis and Testing

- Crafting an effective hypothesis
- Ways to test your hypothesis
- Planning a valuable experiment
- Different type of experient
- Components of a user interview and when to use them
- Conducting user interviews and avoiding bias

Product Roadmapping

- Understand the purpose of a roadmap
- Determine the right structure for your product roadmap
- Facilitate a collaborative roadmap creation and update process
- Identify outcomes and themes out of features and solutions

Leading Product Teams

- How to lead without authority
- Cultivating psychological safety
- Nurturing creativity

What attendees are saying

“I enjoyed the conversation-flow, real life examples and experiences, and the structure of the workshop. I will definitely be thinking about how to foster team culture, build a good product and what my role as a product manager is. I would definitely recommend this workshop to newer product managers.”

Shreya Deora, Product Manager at The Economist Intelligence Unit

“Attending this workshop could help drive a culture change in the organization, which I think would be very beneficial.”

Julia Kondor, Product Manager for the National Health Service

“The Product Management Foundations workshop provided me with a deeper understanding of what it means to be a product manager - not just in relation to business skills but people skills also. Hearing our trainer's own experiences cemented what it was we were learning about and further helps us put it into practice.”

John Smith, Associate Product Manager at AIB Personal Banking