

## Certified Product manager

### Day 1: Introduction to Product Management & Market Understanding

**Objective:** Establish foundational knowledge of the product manager's role and how to assess market needs.

#### **Session 1:** The Role of a Product Manager

Responsibilities and key skills

Product vs. project vs. program management

Product manager as a mini-CEO

#### **Session 2:** Understanding the Market & Customers

Market research and customer discovery

Segmentation, targeting, and personas

Customer journey mapping

#### **Session 3:** Competitive Analysis & Opportunity Assessment

SWOT analysis

Market sizing and TAM/SAM/SOM

Identifying gaps and innovation opportunities

### Day 2: Product Strategy and Roadmapping

**Objective:** Learn to create clear product visions and translate them into actionable strategies.

#### **Session 1:** Defining Product Vision & Strategy

Vision statement, mission alignment

Strategic goals and OKRs

Product-market fit and value proposition

#### **Session 2:** Creating and Managing Product Roadmaps

Types of roadmaps (strategic, release, portfolio)

Prioritization frameworks (RICE, MoSCoW, Kano)

Roadmapping tools and communication

### **Session 3: Stakeholder Alignment & Buy-In**

Internal collaboration with engineering, marketing, sales, UX

Managing leadership expectations

Leading without authority

## **Day 3: Product Development & Agile Methodologies**

**Objective:** Understand how to lead product development using modern methodologies.

### **Session 1: Product Development Life Cycle**

From idea to launch

MVP and iteration planning

Balancing innovation vs. feasibility

### **Session 2: Agile, Scrum, and Lean Principles**

Roles: Product Owner vs. Product Manager

Writing user stories and managing backlogs

Sprints, standups, and retrospectives

### **Session 3: Working with Cross-Functional Teams**

Collaboration with engineering, design, QA

Conflict resolution and decision-making

Agile planning and velocity tracking

## **Day 4: Go-to-Market, Product Launch & Lifecycle Management**

**Objective:** Master the tools and planning for launching and sustaining successful products.

### **Session 1: Go-to-Market (GTM) Strategy**

Positioning and messaging

Channel selection and sales enablement

Pre-launch checklists and risk management

### **Session 2: Product Launch Execution**

Launch plans and timelines

Cross-team coordination

Metrics to measure launch success

**Session 3:** Managing the Product Lifecycle

Growth, maturity, and decline stages

Product line extensions and sunsetting

Continuous innovation and user feedback loops

**Day 5: Product Analytics, Leadership**

**Objective:** Use data to guide decisions and demonstrate product leadership.

**Session 1:** Product Metrics and KPIs

North Star metrics, retention, NPS, churn

A/B testing and experimentation

Using tools like Mixpanel, Google Analytics, Amplitude

**Session 2:** Strategic Leadership for Product Managers

Influencing across the organization

Storytelling and vision communication

Career path of a product manager

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