

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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