

## Product Management Studio– Program Topics

The Product Management Studio program curriculum covers the following topics:

### Topic 1 | Product Management Overview

- Your role as a product manager
- Customer transformations
- Using the Product Management Canvas
- Framing & reframing
- Introduction to innovation capabilities

### Topic 2 | Business Model Design & Building Your Customer Story

- Using the Value Proposition Canvas
- Storytelling for Innovation
- Creating a storyboard

### Topic 3 | What Value are you Providing for Whom?

- Market research and customer-focused product design
- Segmentation: identifying new segments and jobs to be done
- Targeting: the segments will you serve
- Positioning: how will you distinguish yourself from the competition
- Understanding your customer
- Customer journey mapping
- Data-based decision making

### Topic 4 | How Do We Create & Deliver Value?

- Value creation and innovation ecosystems
- Customer relationships and channels
- Testing hypothesis: knowing what you don't know
- Different kinds of risks

### Topic 5 | How Do We Capture Value?

- Breakthrough results with pricing
- How customers perceive value
- Value clarification, framing, and metrics

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### Topic 6 | Mobilizing and Executing

- Engaging your product team
- Understanding the product life cycle
- Product strategy by phase: growth, maturity, and decline
- Execution success factors
- Navigating your organization's culture
- Influence: putting strategies into practice

### Topic 7 | Portfolio Planning & Storytelling

- Evaluating options and roadmapping
- Having a great story
- Telling a great story
- Your two-minute product pitch