HTW INSTITUTE | Discover First Class Product Education

PRODUCT MANAGEMENT FOUNDATION COURSE

May - June 2022

27H live content

Online course & references

Course handbook

25 limited seats

Registered sessions

Graduation Certificate

THIS COURSE IS FOR YOU IF:

- You are a junior or medium-level product managers (less than 2 years of experience)
- You are a project manager transitioning in product management roles
- You are a product manager starting new jobs – get up-to-date with the team
- You are a self-taught PM that wants to better structure their knowledge

COURSE SUMMARY

- Taking place in **May-June, 2022**
- The course is **limited to 25 seats**
- **27 hours of live education** experience
- **5 workshops and 2 group discussions**
- **Practically apply** the learning in a project
- **Course handbook** available after graduation
- **Graduation certificate at the end of the course**

WHAT YOU'LL LEARN

- Understand and talk with your customers
- Identify your customers and build products they can hire
- Write effective OKRs and align them with the business demand
- Define product vision and write product roadmaps that deliver
- Identify the product metrics & make decisions that move your product forward

THIS COURSE ALSO INCLUDES

Work on a red-line project
Work on your own project or choose from a list of fictional projects (multiple business models and domains, to accommodate all our participants).

Registered sessions
You can view recordings for a missed session
(maximum 1 week after the session).

Help and private support
Support and orientation during all the course - an assistant will always take care that all participants have the best experience.

1. OPENING SESSION: WHAT IT TAKES TO BE A PRODUCT MANAGER

Get to know each other and course orientation session!

We will start with a short walk-through about what it means to be a Product Manager. This will help you understand how all the pieces come together and what is expected from you as a PM.
We will continue with a short orientation session, in which we will get to know each other better and organize the project teams.

- Get to know each other
- Project assignment
- Introduction to Product Management
- 1 live session, 1 hour
- May 3

OPENING EVENT

2. PRODUCT DISCOVERY

Module 1.1. Workshop
Customer Discovery interview techniques based On Jobs-To-Be-Done theory with Bob Moesta

Understanding your users can make the difference between the success or failure of your product. Well-conducted interviews can reveal the reasons users "hire" your product to advance in their lives and the timeline that got them there. Jobs-to-be-Done theory provides an excellent framework that helps you leverage the force of your customers' behaviour, in order to drive your product improvement.

Bob Moesta, co-architect of the Jobs-to-be-Done theory, will teach you how to effectively plan, conduct, and process an interview based on the Jobs-to-be-Done theory.

- Jobs-to-be-Done Framework
- Interviewing techniques
- Customer discovery
- 2 live sessions, 4 hours
- May 4, May 10

Module 1.2. Workshop

Uncover the problems users have and build better products using The Innovator's Gift approach with Ash Maurya

Your awesome new product, once launched, will spew out problems of its own. The key to staying relevant to your customers and defending/growing your business model does not come from throwing more features (solutions) at them, but rather continuously uncovering problems and addressing them — before your competitors do.

Ash Maurya, customer development and lean startup expert, creator of the Lean Canvas and best-selling author, will teach you a systematic approach for uncovering problems worth solving and turning them into solutions your customers cannot refuse.

- Product development
- Lean methodology
- Product discovery
- 2 live sessions, 4 hours
- May 12, May 17

Module 1.3. Group Discussion
From discovery to delivery - Group discussion with experts

As a conclusion for this part, you'll participate in a moderated group discussion together with guest acting senior product managers, where you'll get the chance to exchange opinions, get answers to your questions and find out more about product discovery practices in various types of companies.

- Product discovery
- UI/UX
- MVPs
- 1 live session, 1.5 hours
- May 19

3. PRODUCT DELIVERY

Module 2.1. Workshop

Align high-performing cross-functional teams around Objectives And Key Results (OKRs) with Bruce McCarthy

Objectives and Key Results (OKRs) are particularly suited to driving the alignment necessary for a high-performing cross-functional product team, helping to drive the success of organizations like Google, Zynga, Oracle, Twitter, and many more. But if not handled correctly, OKRs can quickly lead to silos, unethical behavior, and demotivation.

During this workshop, the legendary product leader Bruce McCarthy, author of bestseller Product Roadmaps Relaunched: How to Set Direction while Embracing Uncertainty, will teach you how to create and use OKRs throughout a simulated quarter-in-the-life of a product team, handling what goes wrong, adjusting course, and managing expectations.

- Business objectives / OKRs
- Team Dynamics
- Stakeholders management
- 2 live sessions, 5 hours
- May 24, May 26

Module 2.2. Workshop
Develop Product Roadmaps that work with Bruce McCarthy

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy.

Join Bruce McCarthy, legendary product leader, co-author of "Product Roadmaps Relaunched: How to Set Direction while Embracing Uncertainty" and learn why this approach to roadmapping works and how you can improve product roadmapping in your organization.

- Roadmaps
- Product Vision
- Feature management
- 2 live sessions, 5 hours
- May 31, June 2

Module 2.3. Workshop
Turn data into truly actionable insights using the Metrics That Matter Framework with Matt Lerner

The most common mistake is aligning your whole team around a revenue target. Maybe that doesn't sound like a mistake to you, but revenue is an output, and most of the confusion regards the inputs that drive it.
hat if we told you the answer to all your metric problems is a 16-row spreadsheet? Amazon, Google, Facebook, PayPal, Twitter – all the great Silicon Valley companies align around a North Star Metric and 3 "key drivers" because this simple framework has incredible power to align and focus the team.

Matt Lerner, Ex-Growth Director at PayPal, ex-partner and manager of 500 Startups Europe's growth marketing program, lecturer at Stanford Business School, will help you define your key customer behavior metrics, so your whole team can align and focus on the most impactful work.

- KPIs
- Metrics that matter
- North Star Metric
- 2 live sessions, 4 hours

Module 2.4. Group Discussion

Product vision and stakeholder alignment - group discussion with experts

Putting it all together, you'll participate in a moderated group discussion together with guest acting senior product managers and talk about challenges and real-life practice of defining, implementing and communicating your product vision, aligning all stakeholders around this vision and actually delivering a product based on that vision.

- Product Vision
- Product Community
- Better product decisions
- User narratives
- 1 live sessions, 1.5 hours
- June 8, June 10

PRODUCT DELIVERY

4. CLOSING AND GRADUATION

We'll talk about lessons learned during the course, and what's next on your Product Management career path.

- **Project presentations**
- **Moderated discussions**
- **Graduation certificates**
- **1 live session, 1 hour**
- **June 16-17 , TBA**

WHAT'S NEXT?

Fill in this application form!
After submitting the application form, you will be contacted by our sales representative to complete the enrolment process.

https://htwinstitute.com/application-form/

NEW YEAR, NEW GOALS