

product

focus

World class product management

Training and support at all levels

Training for individuals or teams from your company,
delivered live online or onsite at your offices.



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01

Welcome to Product Focus

product

focus



“ We’re too focused on incremental changes. We need real innovation. ”



“ There’s a big difference in the skill levels of our product managers. We need to set a standard. ”



Sounds familiar?

“ Our product managers are experts on technical features and not on the market and strategy. ”



“ We need to do something to grow and compete! ”



Introduction

Product Focus is here to help you deliver world-class product management in your organization.

We think that at its best, product management is a leadership role that can drive improved business performance.

Ultimately, we believe that every product manager can deliver world-class product management with the right training, practice, and dedication to excellence.

We’re passionate about training product managers, and we’re committed to helping our clients succeed; we hope that we can help you to succeed too.



Product Focus is a trusted training partner

Product Focus was founded in 2006 in the UK. Since its inception, we've solidified our position as European leaders in product management training and education.

Over the years, we've expanded our reach, assisting thousands of global leaders and their product management teams in achieving world-class product management.

Our commitment to excellence and continuous improvement drives our success and enables us to support the growth and development of product managers around the world.

Our customers trust us to deliver the training outcomes they need. Over 70% of our training is from repeat business and recommendations from customers.



"Over 70% of our training is from repeat business and recommendations from customers."



Why product management training for your team?

Each leader has their own reason for training their product people, but here are some of the most frequent reasons we hear:



Performance

You need to drive better product and business performance.



Skills

You need to raise product manager skills to a consistent level across teams.



Clarity

You need product managers who clearly understand their roles, know best practices, and can deliver world-class products and propositions.



Strategy

You need product managers to be customer-focused, commercially savvy, and strategically capable—not just experts on features and technology.



Innovation

You need product managers to deliver innovative products and not just incremental improvements.

We can help you to achieve great business outcomes

Establish product management essentials

- Position and establish product management in your organization.
- Align teams with a shared knowledge, skill set, and best practices.

Improve product team performance

- World-class resources, training, workshops, and coaching for your team.
- Raise the bar of performance in your product teams.

Onboard and train new product managers

- Provide essential training and resources for new hires.
- Get new product managers up to speed quickly.

Enhance skills for existing product managers

- Upskill your teams of product people.
- Refresh skills of your team with training and resources.

Develop product management leaders

- Prepare high-potential product managers to lead product teams.
- Train leaders how to build and run high-performance product teams.



Why would you choose us?

Product Focus is committed to helping all product managers succeed.

We're here to help you, no matter what mix of **hardware, software, or services** you manage—and no matter whether you're delivering **B2C, B2B, or internal products and platforms**.

We've also helped government and not-for-profit organizations with their product management.

Since 2006, we've developed expertise in training product managers across a wide range of industry sectors.

Broad industry training experience



Aerospace and defence



Healthcare



Manufacturing



Automotive



Internal product management



Media and professional



Digital online



Insurance



Retail



Enterprise software



IT services



Telecoms



Finance



Life sciences, biotech, and chemicals



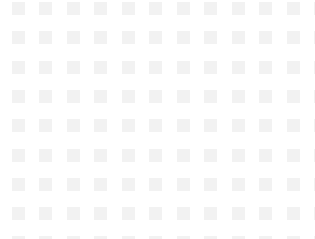
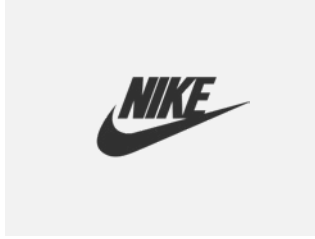
Physical products/hardware

We help companies of all sizes

We've helped thousands of companies, from start-ups to complex multi-national corporations. We know what it takes to deliver successful product management training and support.

Whether you want a single training course for your team or need a long-term training partner to be part of your own product academy or learning programs, we'd be delighted to help.

Many great companies trust us to deliver their training



We receive fantastic independent reviews and have a 5-star rating on Trustpilot

We have a superb track record of satisfied clients and have received several hundred 5-star ratings and positive reviews on Trustpilot—an independent online review site.

You can read more customer testimonials and see video testimonials [here](#). Whether you want a single training course for your team or need a long-term training partner to be part of your own product academy or learning programs, we'd be delighted to help.



Customized training for your product management team

Here are a few of the ways that we can customize and configure the training experience to be relevant for your team:

- **Emphasis:** We can emphasize or de-emphasize aspects of product management that are more or less important to your company.
- **Spotlight your material:** We'll highlight your existing company processes, frameworks, or templates at the appropriate point in the training course.
- **Relevant examples and exercises:** We can use examples and training exercises that are more relevant to your industry, company, or products.



Customer testimonials

“ After previously attending Product Focus training, I thought it would be a great foundation for my product managers to understand the breadth of the role, best practice and get both excited and acquainted with aspects of the product management craft that increases the value of the role within the organization. We ran a series of 4 boot camps. The feedback from my team was excellent, and we’re seeing a clear mindset shift, increased maturity and standardization, and a higher impact on our business.

Leandro Luis Palazzo Brando, Senior Director, Technology Product Management (EMEA), Nike

“ Yesterday and today, I went over the Product Focus course materials (Product Activities Framework, toolbox guide, course guide, and extensive course content). I am very impressed with the collection, presentation, and up-to-dateness of it all.

Jasper van Dieten-Blom, Director MLS Transformation, Vanderlande

“ Product Focus has delivered everything we were looking for from a partner and I am really pleased with the training feedback. We have valued enormously their advice, flexibility and professionalism.

Jennie Brown, International Learning and Development Director, CDK Global

“ Over the last 3 years, we’ve re-built our product management approach from the ground up and the toolkits, webinars, and training from Product Focus have been absolutely pivotal. In particular, we’ve made a lot of use of the Product Management Maturity Model to guide us on where to focus our efforts, and the Leading Product Management training has also been extremely practically useful.

Dr Pete Wood, Director of Product Management, CCDC

“ The best course I have participated in. The guys from Product Focus are sharing the experience in the best way it can be done. The training is very interactive, with lots of exercises which make you think and brainstorm all the time. The resources are very well prepared. After the course, you gain a big base, strong understanding of product management/marketing.

Anna Abalyan, Product Owner, Digitain

“ Overall very good and very useful. It helped me with the foundations, core and structure of my role and I look forward to getting back into the office to use my new skills.

Gavin Murphy, Product Manager, KCOM

02

Training courses



Our product management training courses

We provide a range of courses for product managers at all levels, from just starting out to building and leading product organizations.



Product Management and Product Marketing

Our flagship certification course is great for setting the bar across product teams and for inducting new team members. Get everyone on the same page and speaking the same language.



Advanced Practitioner Suite

These courses take your product managers to the next level of expertise. Hands-on, challenging and inspiring, the positive impact of the experience is game-changing.



Leading Product Management

This interactive, immersive and thought-provoking experience will equip your product leaders with the knowledge and skills needed to build a world-class product function.





Product Management and Product Marketing

Learn the essential knowledge, mindset, skills, and best practices to become a world-class product manager.

About this course

This training course is called Product Management and Product Marketing. It's for people new to product management, those without formal training, or anyone seeking a skills refresher.

It aims to give you the mindset, knowledge, skills, best practices, and confidence you need to deliver world-class product management in your organization.

Whether you're a product manager, product owner, or product marketer... you can kick-start your career by attending this industry-leading product management training course.

This course is for you if you manage hardware, software, services, or platforms, whether customer-facing B2B, B2C or internally facing. It's also suitable for those working in government or not-for-profit organizations.

Course modules:

- Module 1:** Product management and product roles
- Module 2:** Market and competitor analysis
- Module 3:** Discovery for propositions and products
- Module 4:** Strategy and planning
- Module 5:** Business cases
- Module 6:** Pricing
- Module 7:** Product development
- Module 8:** Go-to-market and in-life
- Module 9:** Stakeholder management

[Download full syllabus](#) for this training course



Who is this course for?

- People new to product management
- Product managers with no formal training
- Product managers who want a skills refresher



Live online delivery option

- Interactive, live online instructor-led sessions
- Slides, group and individual exercises, videos, polls
- **5** consecutive **half-day** sessions



In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides, group and individual exercises, videos
- **3** consecutive **full-day** sessions



Learning materials

- Unlimited online access to our [Product Focus Toolbox](#), packed with frameworks, webinars, journals, infographics and more



Certification

- Certificate awarded upon passing certification exam. Learn all about our certification [here](#)



Expert instructors

- Led by product management industry experts

Learning outcomes:

1. Demonstrate the knowledge and skills you need to be an effective product manager at each stage of the product management process.
2. Implement best-practice processes and use tools and templates to make the product management function more productive.
3. Demonstrate genuine product leadership by owning the product and influencing the business with data-driven decisions resulting in improved financial performance.
4. Create cross-business communities, engage your stakeholders more effectively and delegate non-product activities.
5. Identify your strengths and weaknesses at each stage, create a development plan and continue your professional development independently.



Driving Product Growth

Learn how to design, plan and implement a successful and sustainable growth strategy.

About this course

Driving Product Growth is for experienced multi-disciplinary teams who have challenging growth targets.

At the end of the course, your product teams will have the skills and confidence to lead growth workshops, align teams with a common goal, and create and implement strong, cross-functional growth plans.

The course is designed for experienced or certified product managers and their cross-functional colleagues in sales, product marketing and customer success. Delegates work in teams on their own product.

Course takeaways include a North Star Framework workshop agenda and flip charts that are ready for immediate use. Delegates will leave with a draft growth plan ready to enhance, iterate, and implement.

Course modules:

Module 1: Introduction

Module 2: Target setting

Module 3: Growth strategies

Module 4: Overcoming challenges

Module 5: Growth plan

The course delivery is workshop style with a mix of teaching, discussion, and an emphasis on practical exercises.

[Download full syllabus](#) for this training course



Who is this course for?

- Experienced product managers
- Cross-functional product teams, ideally groups of 2-4 people from product, marketing, sales and customer success



Live online delivery option

- Interactive live online instructor-led sessions
- Slides, group and individual exercises, videos, polls
- **3 consecutive half-day sessions**



In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides, groups and individual exercises, videos, polls
- **2 consecutive full-day sessions**



Learning materials

- Unlimited online access to our [Product Focus Toolbox](#) packed with frameworks, webinars, journals, infographics and more



Certification

- Certificate awarded upon attending the course



Expert instructors

- Led by product management industry experts

Learning outcomes:

1. Understand and apply a range of sophisticated growth frameworks that align with business objectives and sales cycles.
2. Demonstrate a deep understanding and management of the cross-functional coordination and operational planning needed to support product growth.
3. Design and deliver growth plans that are ethical and sustainable, supporting long-term business success and reputation.



AI-Powered Product Management

Learn hands-on techniques for using AI tools across your product activities.

About this course

This course is for those who want to transform their product management practice with practical AI skills that can be applied immediately. This hands-on course teaches you how to harness AI tools to enhance daily work across the entire product management lifecycle.

Working through a realistic case study, you'll master AI prompting techniques to accelerate and improve your core product management tasks—from analyzing market intelligence to crafting compelling product propositions.

This course is for people who manage all types of products, be that hardware, software, services, or platforms in B2B, B2C, B2G, or internal products.

Course modules:

Module 1: Understanding the basics of AI

Module 2: Interacting effectively with AI

Module 3: Using AI to enhance product management activities

Module 4: Understanding and mitigating AI risks and limitations

Module 5: Action planning

[Download full syllabus](#) for this training course



Who is this course for?

- Product managers seeking to strengthen their work through AI
- Product leaders wanting to guide their teams toward AI success



Live online delivery option

- Interactive, live online instructor-led sessions
- Slides, group and individual exercises, videos, polls
- **1 day session**



In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides groups and individual exercises videos polls
- **1 day session**



Learning materials

- Unlimited online access to our [Product Focus Toolbox](#) packed with frameworks, webinars, journals, infographics and more



Certification

- Certificate awarded upon attending the course



Expert instructors

- Led by product management industry experts

Learning outcomes:

1. Apply AI to enhance your efficiency and effectiveness in your product management workflow.
2. Create structured prompts that generate high-quality outputs for common product management tasks.
3. Extract meaningful insights from market research, competitive analysis and customer feedback using AI tools.
4. Generate innovative ideas for propositions and product features.
5. Understand and mitigate against AI risks and limitations.



Leading Product Management

Learn how to build and lead a high-performing product management organization and team.

About this course

Leading Product Management is for senior leaders who are building and leading teams of product people or entire product organizations.

The course equips them with the knowledge and skills to create a company product management operating model and playbook, aligning teams to deliver effectively.

It is designed for current leaders who want to hone existing skills as they build high-performing teams, or for new leaders who want to develop new skills and learn from their peers.

This course is delivered by our most experienced instructors.

The delivery is workshop style with a mix of teaching, discussion, and practical exercises. Participants work together on a case study and complete a workbook of ideas and approaches to apply in their organization.

Course modules:

Module 1: Organization

Module 2: Strategy

Module 3: Delivery

Module 4: People

Training is based on our [Product Management Leadership Framework](#). This includes the Product Operating Model and Playbook of tools and strategies needed to lead a product management function.

[Download full syllabus](#) for this training course



Who is this course for?

- For leaders with product managers reporting to them
- For people building and running product organizations
- Product managers new to leading teams, as well as those who aspire to lead teams



Live online delivery option

- Interactive live online instructor-led workshop style
- Slides, group and individual exercises, videos, polls
- **5** consecutive **half-day** sessions



In-person delivery options

- Instructor-led workshop sessions in a training venue
- Slides, group and individual exercises, videos, polls
- **3** consecutive **full-day** sessions



Learning materials

- Unlimited online access to our **Product Focus Toolbox** packed with frameworks, webinars, journals, infographics and more
- Playbook and operating model built during the course



Expert instructors

- Led by product management industry experts

Learning outcomes

1. **Strategic alignment:** Understand how to create product strategy that's aligned with your company's broader vision and goals, ensuring consistent delivery through your product managers.
2. **World-class delivery:** Grasp how to deliver world class product management at scale, maintaining a high standard across diverse products and teams.
3. **Organizational frameworks:** Recognize the necessary framework and processes essential to achieving consistent, high-quality product delivery within your organization.
4. **Product management structuring:** Learn effective ways to organize your product managers, considering factors like company divisions, product lines, and geographies.
5. **Delivery models mastery:** Examine and understand various delivery models like agile, waterfall, and hybrid, ensuring flexibility and adaptability in product roll-outs.
6. **Leadership confidence:** Be confident in your product management leadership expertise, leading teams through challenges and decision-making processes.
7. **Stakeholder management:** Develop the skills to manage key stakeholders across the business, ensuring collaboration and alignment.
8. **Team development and dynamics:** Delve into methods for recruiting, motivating, and mentoring team members, ensuring the optimal performance and dynamics of your product management teams.

Practical training to prepare your team for the real world

We equip product managers with the mindset, skills, tools, and best practices needed to excel and deliver world-class product management in your organization.

Our training is high-quality, relevant, practical, and impactful, it's designed to help your product people to grow and deliver improved outcomes.

Interactive and adaptive learning for every style

To accommodate different learning styles, we design courses to maximize engagement, participation, learning, and outcomes.

We use a blend of teaching, open discussion, polls, individual and group exercises, examples, and case studies.

Our training courses are enjoyable, engaging, energetic, and effective, focused on building practical skills that can be quickly applied in your organization.



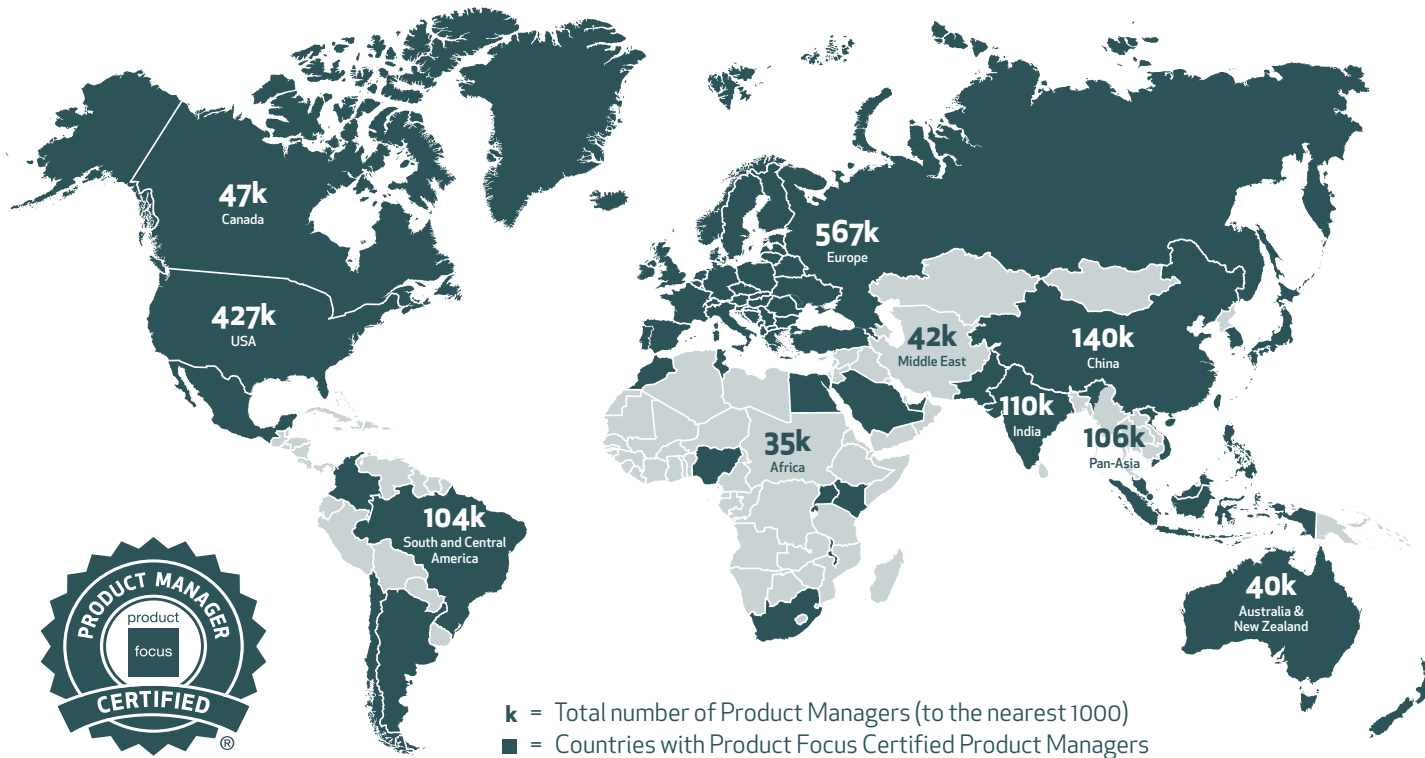
Certification option

We provide a product management **certification option** for the training course: Product Management and Product Marketing.

Product management certification helps build a product manager's confidence and credibility with peers, managers, and employers. When a company promotes certification, it shows they have high standards, and that they care about employees' professional development.

We offer a widely recognized product manager certification, and delegates regularly celebrate their companies investing in them, sharing their success on LinkedIn®.

There are Product Focus certified product managers all around the world.





Customized training: Aligned with your company's needs

Each company that we work with has a different situation: Industry, maturity, products and services, processes, people, skill levels, etc.

We can configure and customize our training courses for your company with relevant exercises, examples, and case studies to align learning to your situation.

In addition, we can emphasize or de-emphasize training topics. For example, if you're operating with waterfall delivery and don't want to hear too much about agile... that's ok.

Worldwide flexible delivery, live online or in-person training

We have delivered product management training to companies on nearly every continent, there are Product Focus certified product managers all around the world.

We have flexible and adaptable delivery options to help match your schedule, office locations and time-zone needs.

Depending on your preference and needs, we can deliver training interactively live online, or we can travel to your office to deliver it in-person onsite.

Live interactive online training	In-person onsite training
<ul style="list-style-type: none"> ▪ Delivered interactively live online ▪ Consecutive half-day delivery—flexibility to balance work duties ▪ Flexible for your teams across time zones ▪ No travel required—less planning, commuting, and stress ▪ No venue or food to organize ▪ No travel or hotel expenses for our training consultants ▪ Interactive online discussions, delivery, and exercises ▪ Confidential and customized to your needs 	<ul style="list-style-type: none"> ▪ Delivered at your offices or other location ▪ Consecutive full-day delivery—allows deep focus away from the office ▪ Physically meet—bring teams together to bond ▪ Time in the evenings for non-work related activities ▪ More opportunity for team members to learn from each other ▪ Can help to get teams back into the workplace ▪ Interactive group discussions, delivery, and exercises ▪ Confidential and customized to your needs
<p>Comparing online versus in-person private training for your teams. Each delivery option receives equally high customer feedback, reviews, and delegate ratings.</p>	

Consistent and high-quality courses

We strive to maintain high-quality and professional standards in everything that we do.

- **High-quality training materials:** Our training courses and supporting resources are part of a carefully controlled and curated body of knowledge.
- **Well-trained instructors:** All our training instructors receive a comprehensive onboarding and training program when they join Product Focus. This ensures that they have a thorough understanding of our material and we always deliver high-quality and consistent training.
- **Measuring instructor NPS:** We measure the Net Promoter Score of every course and share the feedback with you. This allows us to benchmark our training performance and maintain high standards.

Learn with our senior training consultants

Meet our distinguished team of senior consultants at Product Focus, leaders who can share their wealth of experience and expertise in product management with your teams.



Aidan Dunphy



With his vast experience across industries like the public sector, financial services, retail, automotive, and healthcare, Aidan has held top-tier roles such as Head of Product, Product Director, and Chief Product Officer. His deep familiarity with the full software lifecycle is an asset to start-ups, scale-ups, and established corporations alike.



Anne Rasmussen



An experienced executive, Anne has been instrumental in leading and implementing innovative and digital changes in high-performance industries. Her global experience and passion for international business innovation speak volumes about her abilities.



Louise May



Louise has over 20 years' experience in product management and consultancy. She has held head of product and director of product roles in several software companies and has worked in start-ups, scale-ups and multi-nationals.



Paul Inness



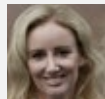
Paul's 20-year journey in strategy, product management, and marketing spans across various sectors, including technology, retail, automotive, and charity. As a Chartered Marketer, he brings a unique blend of innovation and experience to the table.



Alan Faulkner



Alan's extensive experience in the ICT industry covers product management, sales operations, and business development. He has managed products and services across diverse cultures and complex organizational structures.



Linda Kjær Petersen



Linda's rich 20-year journey in product management spans high-tech audio communications, med-tech, and software industries. Her market analysis skills, product strategy insights, and excellent language skills make her invaluable.



Nicola Ripley



Nicola brings over 15 years of experience in product management and marketing, with a focus on developing portfolio strategies and driving digital transformation for global education companies.



Matthew Vizor



Matthew's impressive 30 years of industry experience spans roles from Head of Product Management to Vice President in top-tier businesses. He brings comprehensive expertise in telecoms, IT, and software industries.



Steve Buck



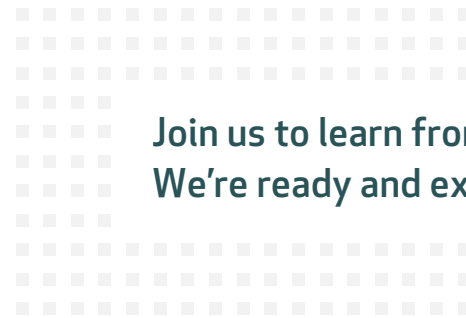
Steve's impressive 25-year career in product management and team leadership in the telecoms and fintech sectors boasts roles from Head and VP of Product to CMO. His expertise in managing significant portfolios and start-ups is invaluable.



Cyril Le Roux



Boasting over 20 years of product management experience in diverse sectors such as telecoms, ecommerce, marketplaces, and fintech, Cyril's multifaceted roles have ranged from Product Manager to VP Product. His bilingual fluency makes him an excellent trainer, coach, and consultant.



Join us to learn from the best in the business.
We're ready and excited to help you.

03

Your product management
excellence partner



Our other services including post-training support

To help reinforce the learning and skills from our training courses, we also provide organizations with additional services to ensure long-term skill development and retention, including:

Transform training into lasting organizational impact with structured activation support from experts.

Catalyst

Accelerates skill adoption across teams, maximizing return on training investment and embedding learning into daily practices.

Briefings explain the value of product management to others in your business.

Briefings

For example, an executive briefing to your board, or a workshop at company events.

Give your product people the skills, insights and best practice to excel at product management.

Training

Customized to your requirements, includes certification, gets everyone on the same page.

Take away lifelong access to our online Toolbox when you attend our training courses.

Toolbox

Ongoing access to tools and best practice resources. It's packed with tools, templates, webinars and how-to guides.

Fix specific problems and embed and 'activate' best practice.

Workshops

For example, workshops on roles and responsibilities or in-life optimization.

Clarify challenges, identify options, decide on a course of action, iterate, review and improve.

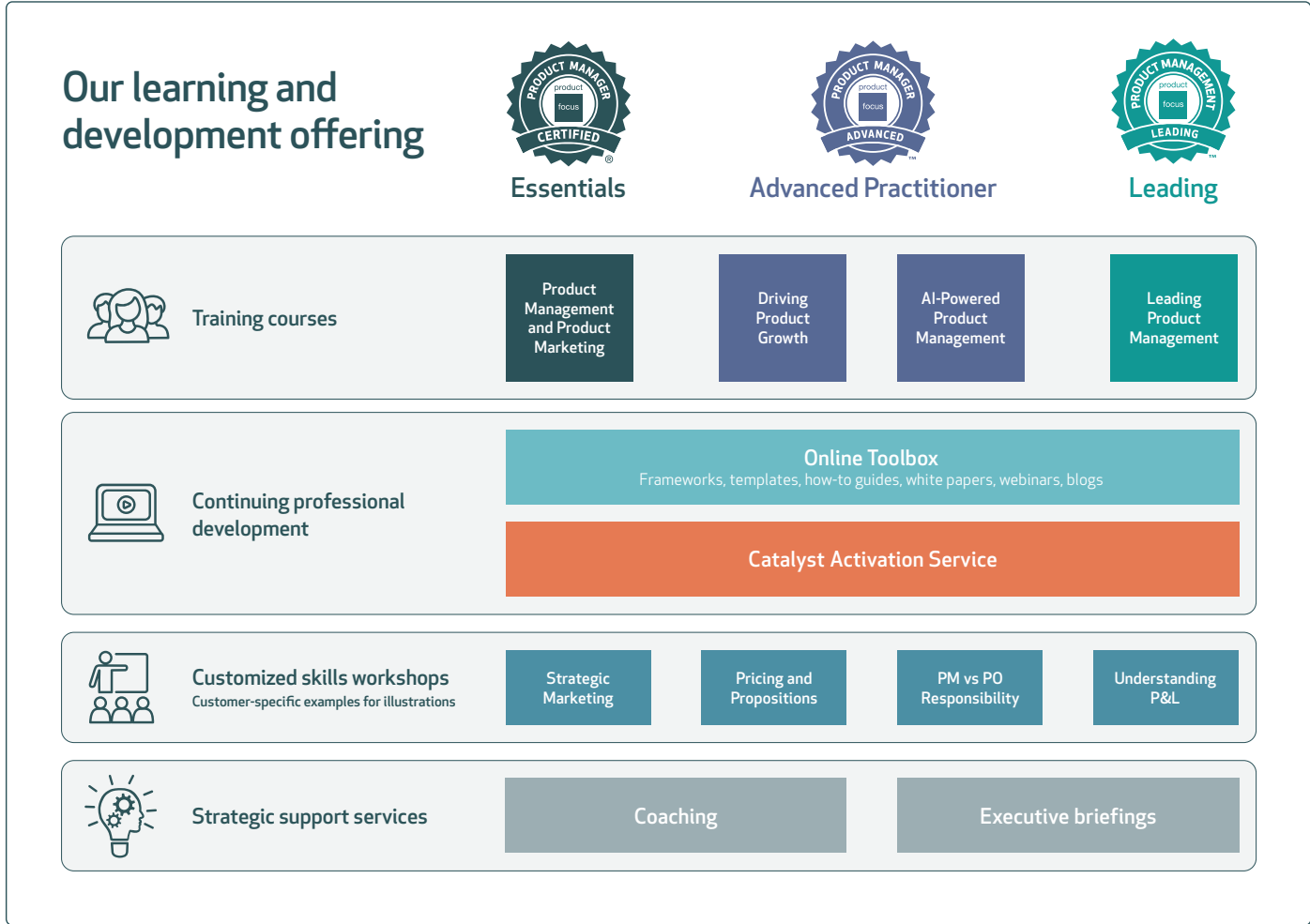
Coaching

A series of product management coaching sessions with one of our senior consultants; delivered live online.

Supporting learning and development (L&D) in your organization

Each of our clients has a different starting point for product management maturity in their business, as well as varying aspirations, budgets, and capabilities for the learning and development of their product managers and leaders.

“We can help you on your learning journey... from wherever you are now...”



Product Focus Toolbox

All product professionals attending our training courses gain access to our online [Product Focus Toolbox](#).

This is a well-organized, searchable, curated collection of high-quality product management resources.

The Toolbox includes best-practice journals, tools, templates, white papers, webinar recordings, book reviews, infographics, frameworks, how-to guides, reports, and more.

Product Focus Toolbox

- Our online toolbox contains a huge range of best practice tools and resources. It is designed to give you easy access to insights and help whenever you need them.
- This infographic shows all the key content and resources which are updated on a regular basis.

World class product management

Training | Leadership Support | Resources
info@productfocus.com | www.productfocus.com

product
focus

Product Management Journals

Our Product Management Journals focus on key topics for product people and are packed with best practice, insights, and tools.



Product Management Infographics

Our 15+ Infographics give eye-catching visual representations of key product management frameworks, topics, and tools.

15+
infographics



Ways to access the Product Focus Toolbox

Free Access

- ✓ Journals
- ✓ Infographics (15+)
- ✓ Reports & White Papers
- ✓ Blog Posts (120+)

Alumni / Paid Access

- ✓ Webinar Videos (60+)
- ✓ Templates & Checklists (40+)
- ✓ How-to Guides (20+)
- ✓ Book Reviews (40+)

Blogs

120+ blog posts on insights, tools, best practice tips, and analysis from leading experts.

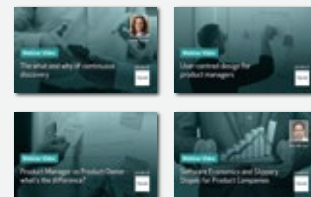
120+
posts

Alumni / Paid Access

Webinar Videos

60+ recordings of our popular webinars on product management and product marketing.

60+
videos



Tools, Templates, and Checklists

40+ soft copy tools, templates, and checklists that can be adapted to your needs.

40+
tools

How-to Guides

Over 20 tools guides with examples and detailed explanations.

20+
guides

Book Reviews

40+ reviews of must-read books for product managers and product marketers.

40+
reviews

White Papers and Industry Report

Our White Papers and Industry Report provide in-depth insights into key product management trends and issues to support you in your day-to-day role.



Learning enablement with the Catalyst activation service

Transform training into lasting organizational impact with structured activation support from product management experts with our Catalyst activation service.

Programme structure

- Expert-led activation session to understand your challenges
- Co-creation of activation plan
- Implementation guidance and best practices
- 3 to 6 month guided journey with regular check-ins
- Ongoing leader enablement and support

Practical benefits

- Accelerates skill adoption across teams
- Maximizes return on training investment
- Embeds learning into daily practices
- Creates lasting behavioral change
- Builds accountability for implementation
- Focus on driving measurable business outcomes



Workshops

Workshops help to activate and embed skills and learning from our training courses. Some examples of past activation workshops include:

- Product roles and responsibilities
- Product vision and strategy
- Strategy and investment
- In-life optimization
- Doing better discovery
- Effective business cases
- Product plan review
- Business case masterclass
- Launching products

Workshops typically consist of two 3-hour online sessions on separate days with some homework in between, or a day-long session on-site. Workshops can be customized to incorporate information on processes and templates used in your organization.

“Great experience for anyone, irrelevant of experience level, I highly recommend.”

- Connor Walsh, Trustpilot review





Coaching

Product management coaching is a personalized, one-on-one guidance process designed to help product managers and product management leaders to enhance their skills, overcome challenges, and achieve professional goals.

A seasoned product management consultant will assist your product managers in pinpointing challenges, exploring potential solutions, selecting an appropriate course of action, iterating, evaluating, and enhancing performance.

Throughout the coaching process, they will offer support and feedback to ensure steady growth and development. Coaching is bought in blocks of hours and delivered individually and remotely online.

Executive briefings

Executive briefings help align your organization on the strategic value of product management.

Expert-led executive briefing workshop

- 2-hour focused session with senior management
- Delivered online or at your offices
- Tailored to your business context and challenges
- Led by industry experts with cross-sector experience

Key benefits

- Champion product management's strategic value
- Gain fresh perspectives on organizational challenges
- Learn from industry best practices
- Build consensus on future direction
- Receive practical implementation guidance

"Great trainers with an abundance of real life examples and a selection of brilliant activities."

- Sheree, Trustpilot review

You can assess the maturity of your product management with our **Product Management Maturity Model**.

Leadership

Checklist

- Is there a link between product plans and the company strategy?
- Are objectives for the PM team clear and aligned?
- Is the role of PM agreed across the business and its value evangelized?
- Is portfolio analysis conducted so that resources are allocated appropriately across all products?
- Is there a plan to improve the product management team or department, i.e. a Roadmap for PM?
- Is there a clear ongoing business planning process that locks into product and portfolio plans?
- Are PMs encouraged to see themselves as leaders within the business?

Organization

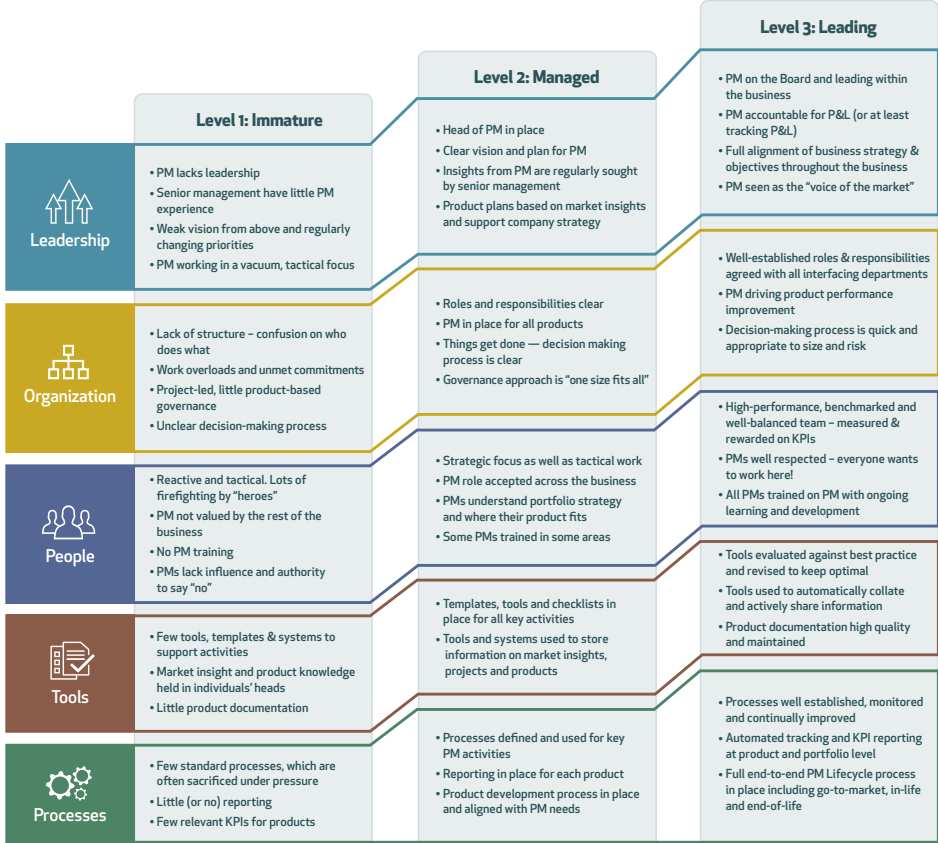
Checklist

- Is PM reporting to a functional team or is it independent and reporting directly to the board?
- Is governance fast and effective?
- Are PMs encouraged and able to meet customers?
- Are resources aligned and sized to deliver on plans?
- Is PM done consistently across the organization?
- Does every product activity have a home?
- Is there a product community for PMs to share best practice?
- Does every product have a PM?
- Are there clear role definitions agreed between PM and adjacent teams or departments such as Technology?

People

Checklist

- Do PMs have the necessary balance of skills, knowledge and experience?
- Is there a career path into and within PM?
- Is PM the place that people want to be?
- Do PMs know where to go for help?
- Is there a Performance Improvement Plan (PIP) for each person?
- Is there a PM onboarding process in place?
- Is the company culture "in it together" or "finger pointing"?
- Do PMs feel they own their products?
- Is the distinction between the Scrum Product Owner role and the PM role clear?



Tools

Checklist

- Do PMs have the systems, tools, templates and checklists they need to work through all stages of the lifecycle, e.g., roadmap, propositions, launch, requirements?
- Are tools appropriate for the size or riskiness of work?
- Are there standards for reporting to management or are there lots of ad-hoc requests?
- Is data available to manage and report on products?
- Is there a single master-reference location for product information in the business?
- Are software tools used to improve efficiency in areas such as roadmaps, requirements management and business planning?
- Is product documentation standard across the business?

Processes

Checklist

- Do PMs have standard processes for all stages of the lifecycle?
- Is feedback used to improve processes to make them more efficient and effective?
- Are PMs trained in the processes?
- Is there a consistent language used for products and product management across the organization?
- Are Key Performance Indicators (KPIs) established for every product?
- Is there reporting on product profit and loss (P&L), revenue, sales, performance vs. target?
- Is it clear to the rest of the organization how to engage with PM?
- Is there an owner for each process?
- Is the product development process benchmarked and performance tracked?
- Is there a clear process to support and foster innovation from across the business?

Product Management Maturity Model

- Review the maturity of your product management (PM) team or department.
- The level required depends on the size and complexity of your business.
- Most businesses find their PM maturity varies across the different areas.
- Use this model to create an action plan to improve your PM team or department.

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Each company is at a different stage of maturity with their product management.

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- **Free resources:** Product managers and their leaders discover us by [signing-up to receive our free best-practice resources](#) in our Product Focus Toolbox, including frameworks, infographics, journals, and white papers.
- **Webinars:** Often product managers attend our free [webinars](#), or read our [blogs](#) to learn more and get to know us a little better.
- **Public training courses:** When considering our private team training courses, customers will sometimes send one or two of their team to attend one of our [public product management training courses](#). This lets them quickly try our course and assess if it fits their needs.
- **Single private team training course:** Often product leaders just need a single [private training course](#), perhaps assessing it with one team.
- **Multiple private team training courses:** Clients with a large product team may need several private training courses, for existing teams, or for regular new cohorts of product managers joining their company.

- **Multiple private team training courses and post-training support:** Some clients need further help after their training courses are complete. This might include additional workshops, coaching, or an executive briefing session, to position and establish the value of product management to their leadership team and organization.
- **Catalyst:** You may already have a product academy or you may be creating one. Customers may choose us to be a training partner in their academy, where we can provide training courses, certification, workshops, and leadership support.



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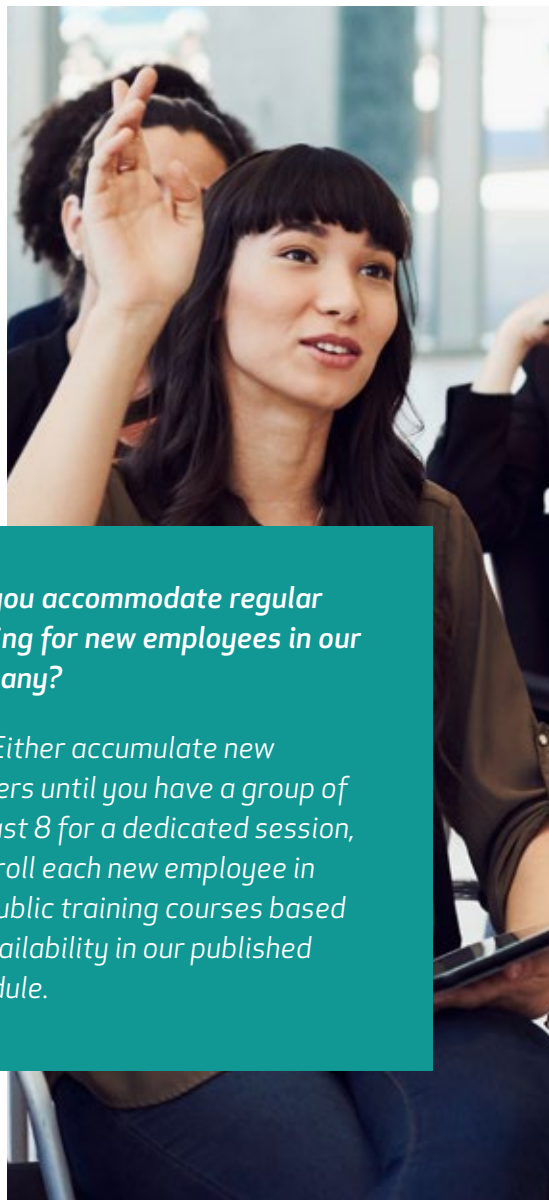
How Product Focus can help your business

Different levels of engagement on the learning and development journey with you—how we can grow together, side by side.



We can help you on your learning journey... wherever you are now...

Customers engage with us in different ways, depending on their budget, needs, learning and development aspirations, and organizational maturity.



Can you accommodate regular training for new employees in our company?

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FAQs (frequently asked questions)

What is the minimum number of people required for a team training session at our location or online? The minimum group size for a private training session for your company is 8 people.

What if we have fewer than 8 people needing training? We have regular public training courses in various cities and online that are open for any company. Up to 5 individuals from your company can attend each one of these courses.

Are your courses all in the English language? Most of our training courses are in the English language. However, we also have an exclusive partnership with ProduktManageMentor, who offer our product management training in the German language. To learn more visit [here](#).

Do you deliver training online or onsite? We can deliver training both interactively live online or onsite at your offices or other venue of your choice.

Who are your training courses suitable for? We have training courses for product managers at every stage of their career, for both individual contributors and product people leaders.

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1. Please contact us
2. We'll arrange a 30-minute requirements discovery call online
3. Once we know your needs, we'll be able to work out how we can best help you

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