



## Online or Face-to-Face Driving Product Growth

Learn advanced knowledge and skills to drive product growth



## Sounds familiar?

**“As a product leader, I’m under pressure to deliver revenue targets. I need my product managers to get more from our existing products, so they need to become experts in driving product growth.”**

**“As an experienced product manager, I need to grow my products. I’ve tried everything I know and my manager has been supportive, but I need some advanced training to help me succeed.”**

**“As a learning and development professional, I want to support the product team with their objectives of generating new revenue from their existing products.”**

## Introduction

Driving Product Growth is for those who want to develop deep expertise in driving the growth and profitability of in-life products.

In-life products are the lifeblood of a business. These products pay wages to employees and dividends to shareholders.

Maintaining, optimizing, and growing products is fundamental to effective product management and is one of product management’s most important contributions.



## The course has five modules:

1. Introduction to product growth
2. Target setting
3. Growth strategies
4. Overcoming challenges
5. Draft growth plan

## Intensive, active learning

The course builds on existing knowledge, introduces advanced concepts, and embeds skills and understanding through active learning.

Taught by experienced product leaders in a workshop-style format, this intensive course introduces advanced techniques that can be taken back to the workplace and implemented immediately.

## Learning outcomes

In this training, delegates will acquire a deep understanding and practical expertise in the techniques used to drive product growth.

### By the end of the course, delegates will be able to:

- Understand and apply a range of growth frameworks that align with business objectives.
- Demonstrate the ability to manage the cross-functional coordination and operational planning needed to support product growth.
- Develop growth strategies that are ethical and sustainable, supporting long-term business success and reputation.



# Driving Product Growth

## course modules in detail



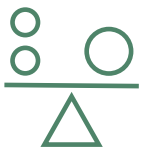
### Module 1 – Introduction to product growth

- The importance of proactive growth strategies
- The wide range of skills needed to drive growth
- The value of product management expertise in cross-functional initiatives



### Module 2 – Target setting

- How to create a North Star framework to drive product growth
- Cross-functional objectives that align teams with the North Star
- Data, data, data, for better, quicker decisions



### Module 3 – Growth strategies

- Product-led growth:  
Something for everyone
- Market penetration:  
The low-hanging fruit of customer retention, account penetration, and new users in existing markets
- Market development:  
The challenging but potentially highly-rewarding expansion into new markets



### Module 4 – Overcoming challenges

- Scaling technology and operations
- Cross-functional collaboration
- Sustainability and ethics



### Module 5 – Draft growth plan

- A comprehensive final exercise to draft a product growth plan
- Next steps to apply learning in the workplace

## The Advanced Practitioner suite

Driving Product Growth belongs to the Product Focus Advanced Practitioner suite of courses.

### Benefits for product managers:

The suite develops exceptional product management skills through continuous professional development, enabling you to demonstrate advanced expertise and take greater control of your product's success.

### Benefits for senior leaders:

An effective product organization drives greater product success and creates more profitable products.

# Driving Product Growth

## frequently asked questions

### Who should attend?

The course is for experienced cross-functional product teams, including product managers, marketing managers, and customer success managers who want to grow their in-life products. You will get the best results by attending in groups of 2–4 colleagues working on the same product — as growth is a 'team sport'.

### Prerequisites

Product managers attending should have completed either the Product Focus foundation course "Product Management and Product Marketing for technology-based products" or an industry equivalent.

### What is the approach and style of the course?

It is an intensive, active-learning, workshop-style course. The format combines formal teaching of advanced concepts, group discussion, and practical exercises based on delegates' own products.

### What is the course format?

The course has five modules. Each element has clear learning outcomes and delegates will have tangible takeaways from every module to complete and refine after the course. Training is delivered over 2 full days (in-person) or 3 half days (live online).

### Who will deliver the course?

Courses are delivered by highly-experienced senior product management leaders who can give insights into the reality of product management and product marketing in leading businesses today.

### What post-training support is provided?

Delegates are provided with unlimited access to the [Product Focus Toolbox](#).

### When do public courses run?

Our public courses run in major cities across Europe and we have regular online courses. Please refer to our website for the latest dates. Private courses can be run at any time, at your offices or other location.

### Is there any preparation required?

Some pre-reading will ensure all delegates have the same starting point. You will also be asked to bring some basic information about your growth targets and some of your own product metrics.




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*The course was rich with valuable insights, engaging stories, and case studies, all delivered in a fun and interactive way!*

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