Agile PM LABORATORY

Agile Product Management Program

OVERVIEW

Agile speeds up development. But will the increased speed directly result in a revenue increase?

The aim of the Agile Program is to support the difficult process of aiming right in the agile world and help the product reach its potential by higher usages and higher profits.

The training goes beyond traditional programs of Agile training. In this training we focus on strategy, handover to R&D and marketing. It will provide numerous tools and thought provoking ideas that will improve your product management work.

The training program is a result of numerous forces coming together:

- The thinking of outstanding Product Management professionals
- The methodology research from online learning
- The research from the ISPMA organization and its members
- Experience from training of product management professionals across the world

GOAL

After the training you will have received tools and perspective to drive your portfolio to increased profitability.

WHO SHOULD ATTEND

- Product managers with a few years' experience of product management.
- Product Directors who are building teams of product management
- Product Owners that want to grow in their role towards true product management

DURATION

The program is over four weeks. The estimated total study time is 12-24 hours. Based on: 5h of web lectures (movies between 5-20 min), 3h of Reading of material, ~1h Web material, ~1h of surveys, ~2-12h of Mission and homework.

COURSE CONTENT

A complete coverage of all basic and intermediate concepts in Agile Product Management.

Please note that this course is not intended to cover only agile product development methodologies such as Scrum; rather, it is focused on an Agile approach to the entire Product Management discipline for Product Managers in high technology businesses. The course is presented in an interactive environment. Students are guided through the 4 phases of the program.
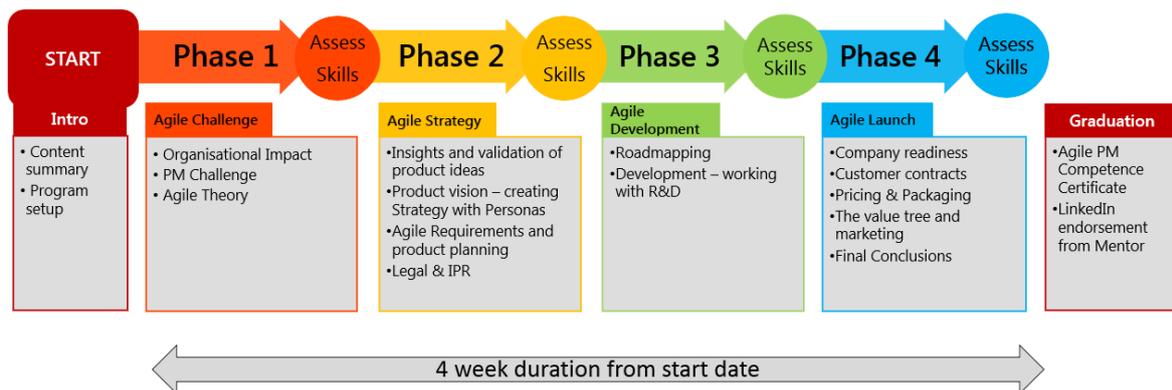
A brief overview follows:

PHASE 1 – The Agile Challenge – Key Success Factors
- Organizational impact – implementing Agile in a growing company
- The Agile challenge for Product Managers
- Agile methodology and theory

PHASE 2 – Agile Strategy – Defining the Offering
- Market Insights – Value identification
- Product Vision – Creating strategy with Personas
- Agile Requirements Engineering – The need to love requirements
- Legal & IPR – Protecting your ideas

PHASE 3 – Agile Development – Scrum or What?
- Road mapping – Applying Roadmaps in an agile setting
- Leading the R&D team informally

PHASE 4 – Agile Launch – Delivering Value
- Company readiness – Get your whole team ready
- Agile contracts – How can we solve the conflict between what Sales promises and the agile development team delivers?
- Agile pricing – Often the pricing/packaging lags the delivery of new features
- Value Tree and Marketing – Using Agile principles in the marketing team
- Final Conclusion from a Thought Leader

MENTORS

For the program we have collected some of the world's brightest and most experienced product management thought leaders & trainers in Agile product management:

- Rich Mironov, Author and Silicon Valley veteran
- Adrienne Tan, Australian founder and CEO of Brainmates
- Erik Bjernulf, Requirement Management Specialist and one of the Bluetooth pioneers
- Professor Tony Gorschek from Europe's best technical institute in Software Engineering
- Magnus Billgren, Thought leader in technology intensive Product Management in Stockholm, Sweden (the home of Ericsson, Skype, Spotify, and more).
- Steve Johnson, the Godfather of Product Management, Author, trainer and creator of the Product Playbook.

DELIVERY

- Flexible timing – After the start date, learn when you want, where you want (some time constraints apply)
- Optimized for delivery on mobile devices
- Each phase is broken into several small chunks (around 10 minutes long) for easy consumption
- Regular short "check questions" help you learn effectively
- Larger tests between Phases allow you to benchmark your progress
- Additional tuition is available if you need it
- The content is presented in a variety of formats, including video, narrated slides, white papers, case studies, Q&A chat sessions and web forums

FURTHER INFORMATION AND APPLICATION

To read more on Agile product management visit:

www.agile-pm-lab.com

To read more about Tolpagorni visit:

www.tolpagorni.com

Or contact
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