

# PRODUCT STRATEGY GENERATION

Develop Strategies for Your Products and Portfolios



Strategy  
Generation  
Company

*The key to being a successful product manager is learning how to approach your job not as a tactical product expert, but as a strategic product leader.*

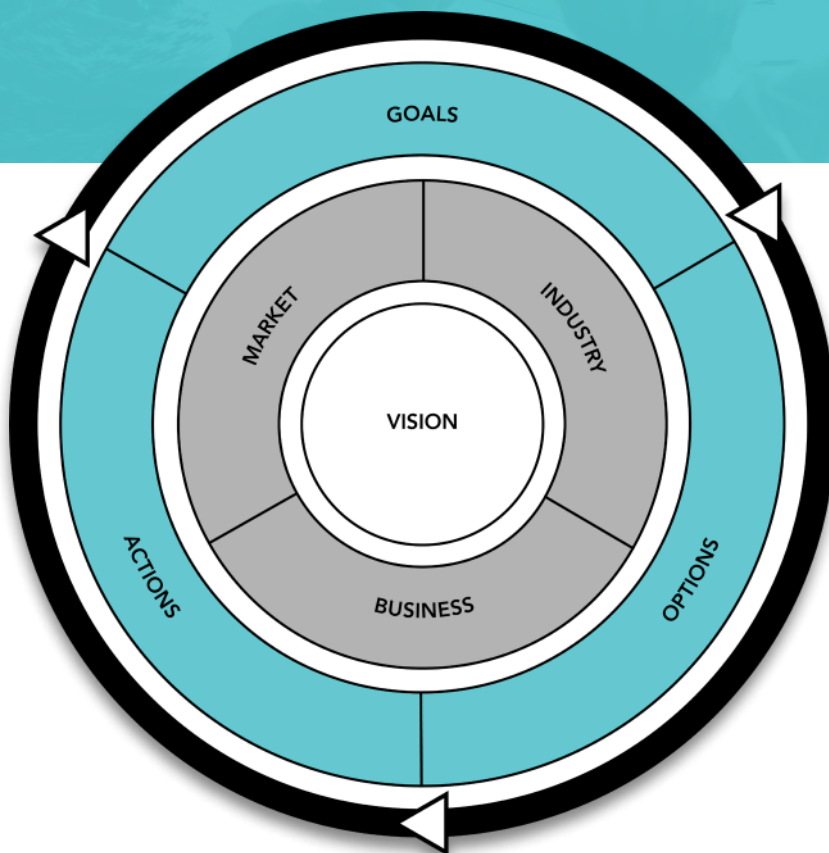
There are no shortage of training courses that are designed to step product managers through all the tactical intricacies of end-to-end product life cycle management. And although learning about all these activities is certainly informative, it doesn't solve the one problem that most product managers face – taking back their time.

At Strategy Generation Company, we teach product managers and product leaders how to build actionable product-level strategies for the product lines and portfolios that they manage. And then we coach them through the process until their plans and presentations are complete. This allows product managers to spend less time fighting fires, and more time growing their product businesses.



## WHO IS IT FOR?

Product Managers  
and  
Product Leaders



## OUR FRAMEWORK

Our training is designed around a simple framework that features four separate “layers” of strategy development work:

-  Vision
-  Analysis
-  Planning
-  Execution

# WORKSHOP CONTENTS

## ANALYSIS CYCLE

- Business – Analyze Your Company
- Market – Analyze Your Customers
- Industry – Analyze Your Competition

## PLANNING CYCLE

- Goals – Plan Your Goals and Objectives
- Options – Plan Your Strategic Choices
- Actions – Plan Your Initiatives and Tactics

## EXECUTION CYCLE

- Investment – Choose Your Investments
- Results – Measure Your Performance

## FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

# WORKSHOP OPTIONS

## ☑ ONSITE VERSION

- Designed for Teams of 10 or More
- One 2.5-Day Onsite Workshop
- Optional 60-Minute Remote Coaching Sessions

## ☑ REMOTE VERSION

- Designed for Teams of 10 or More
- Four Separate 5-Hour Facilitated Virtual Sessions
- Optional 60-Minute Remote Coaching Sessions

# WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Our Premium **Strategy Generation Toolkit**

# OUR PRODUCTS AND SERVICES

## STRATEGY WORKSHOPS



Product Strategy Generation



Business Strategy Generation

## SKILLS WORKSHOPS



Strategy Skills Workshop



Presentation Skills Workshop



Leadership Skills Workshop



Business Creativity Workshop

## ONLINE COURSES\*



Product and Portfolio Strategy



Conscious Business Strategy



Small Business Strategy



Personal and Career Strategy

## STRATEGY COACHING



Strategy Assessments



Strategy Development



Strategy  
Generation  
Company

Strategy Generation Company offers strategy training, coaching, and inspiration for product managers and business leaders.

We focus on helping both companies and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to find out how you can bring your company's strategy development skills to the next level!