

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.

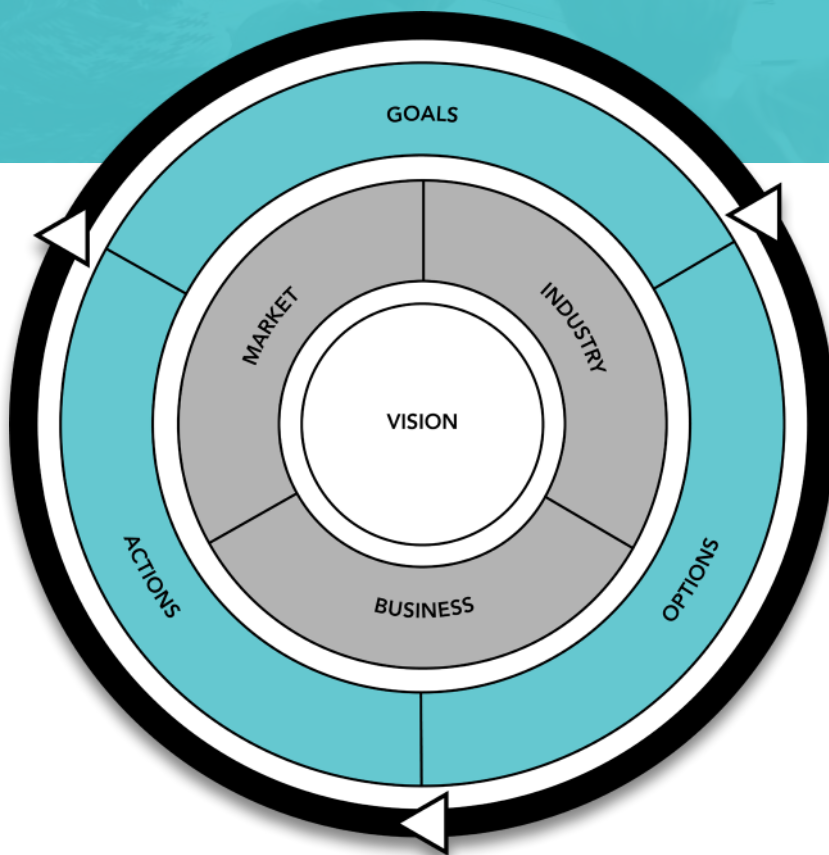
There are no shortage of training courses that are designed to step product managers through all the tactical intricacies of end-to-end product life cycle management. And although learning about all of these activities is certainly informative, it doesn't solve the one problem that most product managers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

At Strategy Generation Company, we teach product managers and product leaders how to build real and actionable 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 them to spend less time fighting fires, and more time growing their product businesses.



WHO IS IT FOR?

Product Managers
and
Portfolio Leaders



OUR FRAMEWORK

Our training is designed around a simple framework that features three distinct “cycles” of strategy development work:



The Analysis Cycle



The Planning Cycle



The Execution Cycle

WORKSHOP CONTENTS

ANALYSIS CYCLE

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

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
- Tracking – Monitor Your Progress
- Results – Measure Your Performance

FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

ONSITE VERSION

- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions

ONLINE VERSION

- Four ½-Day Remote Instructor-Led Sessions
- Optional 1-Hour Remote Coaching Sessions

WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Strategy Generation Tools
- Summary Strategy Report Card *

** For participants of Remote Coaching Sessions*

OUR CORE STRATEGY WORKSHOPS



**PRODUCT STRATEGY
GENERATION**



**MARKETING STRATEGY
GENERATION**



**BUSINESS STRATEGY
GENERATION**



**Strategy
Generation
Company**

Strategy Generation Company focuses on teaching managers and leaders how to tap into their own creativity, generate new strategic ideas, and learn the basic skills needed to succeed in strategic business environments.

We offer onsite and online training and services for product managers, marketing managers, and business leaders. Contact us to find out how you can bring your company's strategy development skills to the next level!