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.
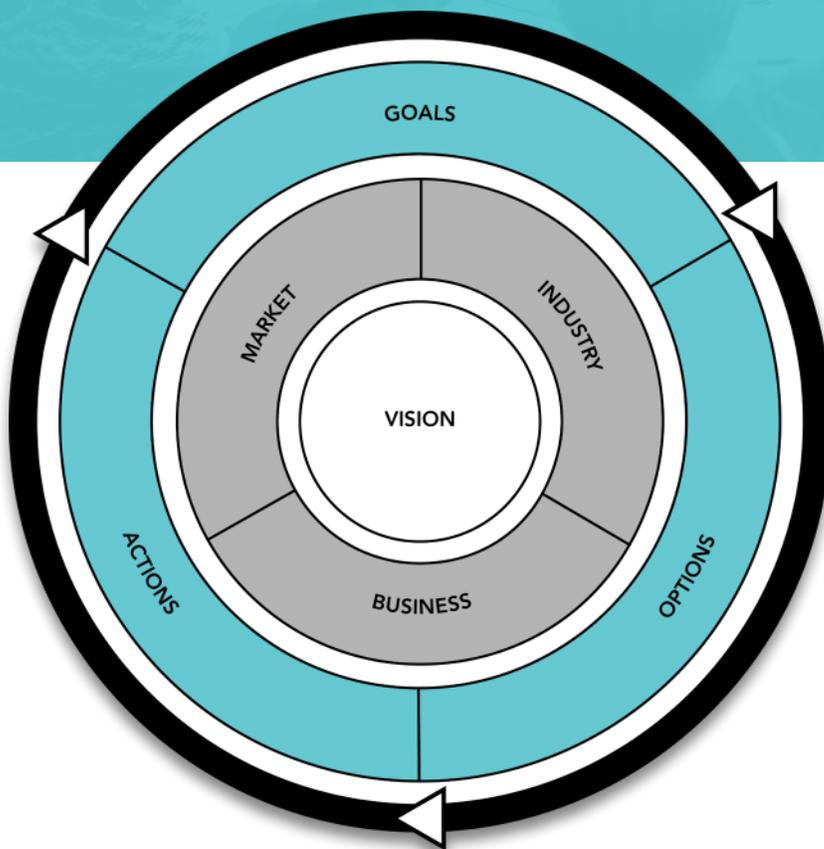
There are no shortage of training courses that are designed to step product managers through all the tactical intricacies of end-to-end product life cycle management. And although learning about all of these activities is certainly informative, it doesn't solve the one problem that most product managers 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
- 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
- Tracking – Monitor Your Progress
- Results – Measure Your Performance

FINAL WORK PROJECT
- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

☑ **ONSITE VERSION**
- Designed for Teams of 10 or More
- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions

☑ **ONLINE VERSION**
- Designed for Teams of 10 or More
- Four ½-Day Remote Instructor-Led Sessions
- Optional 1-Hour Remote Coaching Sessions

WHAT YOU WILL RECEIVE
- Course Workbook and Framework
- Strategy Generation Toolkit
- 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 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!