

PRODUCT STRATEGY GENERATION

Develop Strategies for Your Products and Portfolios



Strategy Generation Company

Do your product managers spend too much time fighting fires and not enough time running their product businesses?

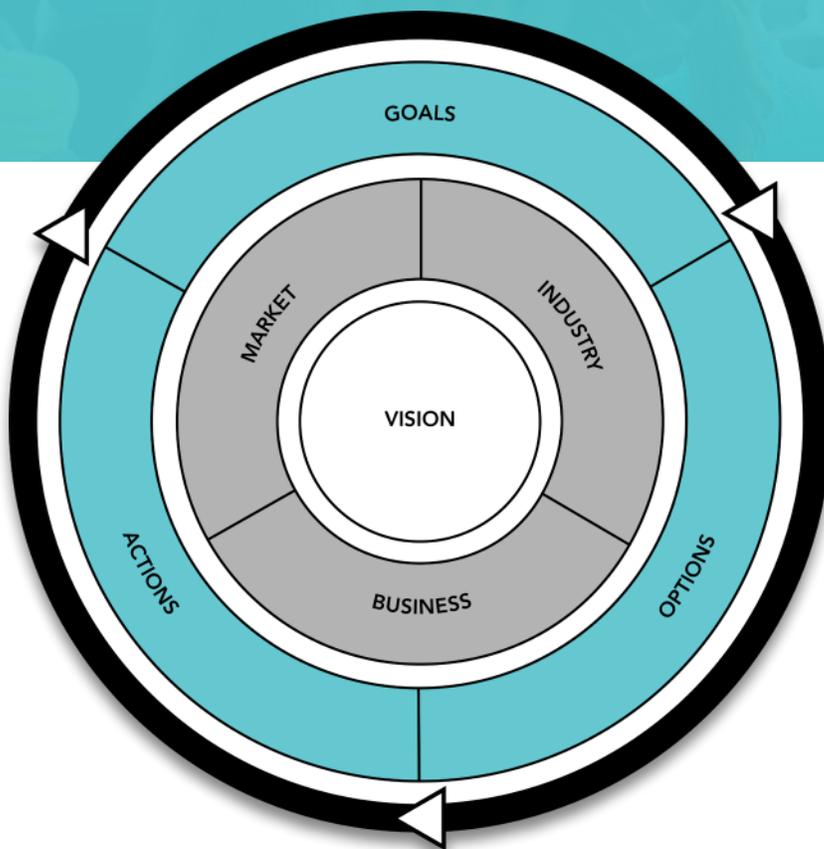
You may think that a product management training course will single-handedly solve all of your company's problems. And while most of these classes provide excellent foundational information, few of them will, by themselves, solve the main problem that product managers face – taking back their time.

At Strategy Generation Company, we teach product managers and portfolio leaders how to build real and actionable strategies for the products 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 Actions

EXECUTION CYCLE

- Investment – Outline Your Investments
- Tracking – Monitor Your Progress
- Results – Measure Your Results

FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

ONSITE VERSION

- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions and Assessment of Final Plan

WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Strategy Generation Tools

OUR CORE STRATEGY TRAINING PROGRAMS



**PRODUCT STRATEGY
GENERATION**



**MARKETING STRATEGY
GENERATION**



**BUSINESS STRATEGY
GENERATION**



**Strategy
Generation
Company**

Strategy Generation Company focuses on teaching strategy creators how to tap into their own creativity, generate new strategic ideas, and learn the basic business skills needed to build uniquely differentiated strategic plans.

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