

# PRODUCT MANAGEMENT COACHING

Coaching for Product Management Leaders and Teams



Strategy  
Generation  
Company

*Classes help you to understand; workshops help you to practice; coaching helps you to apply.*

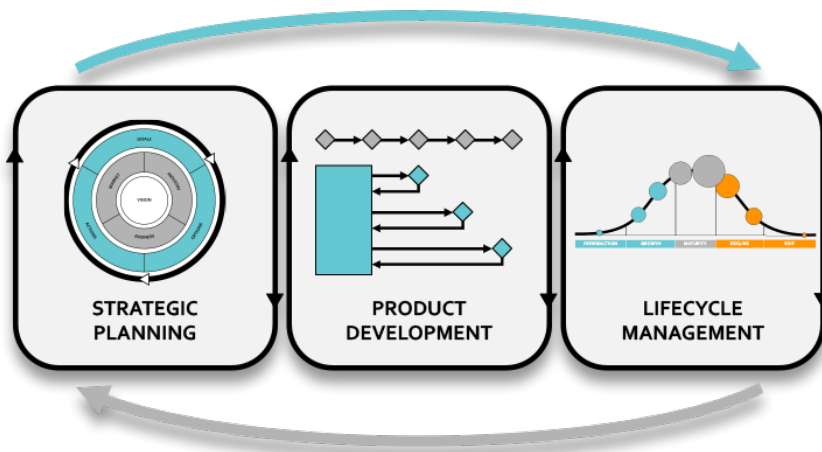
Product management training is essential for providing a basic understanding of the tools and concepts that product managers need to know in order to have success in their roles. But the learning will fall short of having any real impact if those tools and concepts aren't actually applied on the job.

Our Product Management Coaching service is designed to help product managers, leaders, and teams work through real-world projects that might be at risk of falling to the back burner without a little extra help. Do you need to prepare a product strategy presentation for your executive team? Do you need to put together a launch plan for your latest product development project? Do you need to develop a roadmap and action plan for a portfolio of "in-market" products? We can assist your team with all of those projects, and so much more. Just give us a call and let us help take your product management function to the next level!



## AVAILABLE FOR:

Product Managers  
Product Leaders  
Product Teams



## COACHING FRAMEWORK

We provide Product Management Coaching services around any of the 3 areas of our **Product and Business Management Framework**. These services include:

### STRATEGIC PLANNING

- Product Strategy Development
- Investment Roadmapping

### PRODUCT DEVELOPMENT

- Business Case Development
- Product Launch Planning

### LIFECYCLE MANAGEMENT

- Portfolio Lifecycle Mapping
- Product Action Planning

## TYPICAL COACHING PROJECTS

- Customer Segmentation
- Customer and Competitor Analysis
- Business Case Development
- Product Roadmap Development
- Product Launch Planning
- Go-To-Market Planning
- Portfolio Planning and Analysis
- Development of Strategic Tools and Processes
- Organizational Structure and Alignment

## PROJECT OPTIONS

### PROJECT TYPES

- Product Management Projects
- Tool and Process Development
- Organizational Design

### PARTICIPANT OPTIONS

- Individual product managers or product leaders
- Product teams of up to 5 people working together on a singular project

### DELIVERY OPTIONS

- All coaching sessions will be delivered via virtual video conferencing technology

## OUR TRAINING PROGRAMS

### PROJECT-BASED WORKSHOPS



Strategy Generation



Strategic Product Management

### SKILL-BUILDING WORKSHOPS



Strategic Thinking



Customer Insights



Strategic Storytelling



Market Planning



Strategic Leadership



Business Creativity

### ON-DEMAND COURSES\*



How To Create a Product Strategy



How To Create a Small Business Strategy



How To Create a Personal Strategy



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Strategy Generation Company offers training, coaching, and inspiration for product and business teams.

We focus on helping both groups 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 learn more!