

# LIFE CYCLE PLANNING WORKSHOP

Learn How to Map and Maximize the Life of Your Product



Strategy  
Generation  
Company

*You may know what a product life cycle is, but do you know how to use this concept to help your portfolio achieve maximum profitability and growth?*

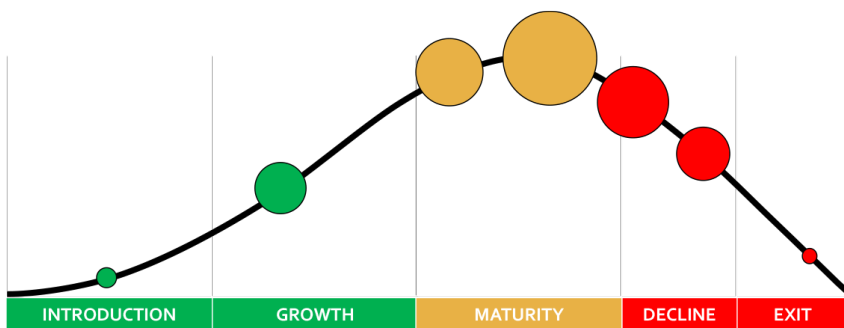
It is a well-understood fact that most every product follows a natural life cycle curve through introduction, growth, maturity, and decline. But there are many questions around how to measure, predict, and even control these stages rather than just allowing them to naturally occur.

Our Life Cycle Planning Workshop shows product and business leaders how to map, measure, predict, and affect the four traditional life cycle stages of a product. This program also covers the often overlooked fifth life cycle stage covering a product's (preferably) planned exit from a marketplace. Through the workshop, participants will learn how to create detailed life cycle maps for their products, along with stage-specific action plans designed to help their portfolios realize more profitable growth.



## WHO IS IT FOR?

Product Managers  
Product Leaders  
Business Leaders



## FRAMEWORK

Our **Life Cycle Planning Framework** is our version of a traditional product life cycle curve, with the addition of a fifth "Exit" stage added to the end. This model is designed to encourage complete end-to end life cycle management through each of the 5 stages shown below:

1. Introduction
2. Growth
3. Maturity
4. Decline
5. Exit



# CONTENTS

## LIFE CYCLE MAPPING

*Understanding and Mapping Your Product's Life Cycle Stage*

- Product Life Cycle Mapping
- Portfolio Life Cycle Mapping

## MARKET ACTION PLANNING

*Aligning Marketing Mix Actions With Your Product's Life Cycle Stage*

- Product Actions
- Pricing Actions
- Promotional Actions
- Placement Actions

# INFORMATION

## FORMAT

- 9 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- Teams work on their own pre-chosen products and portfolios
- **Customized versions also available**

## MATERIALS

- Digital workbook and framework
- Access to our **Market Planning Toolkit**

## CONTENT BREAKDOWN

- ~60% Group Instruction
- ~40% Exercises and Discussion

## OUR TRAINING PROGRAMS

### STRATEGIC PLANNING WORKSHOPS



Strategy  
Generation



Business Case  
Development



Go-To-Market  
Planning



Life Cycle  
Planning

### STRATEGIC SKILL DEVELOPMENT



Strategic  
Thinking



Strategic  
Leadership



Strategic  
Storytelling



Voice Of  
Customer



Strategy  
Generation  
Company

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

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!