



Strategy Generation Company

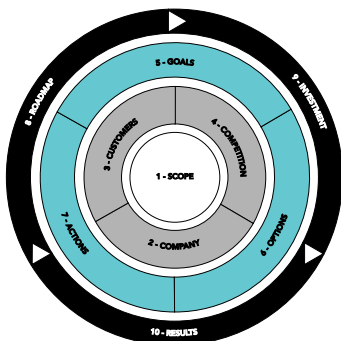
TRAINING PROGRAMS

We offer four **core workshops** focused on the main business planning processes that product managers and product leaders are required to navigate.



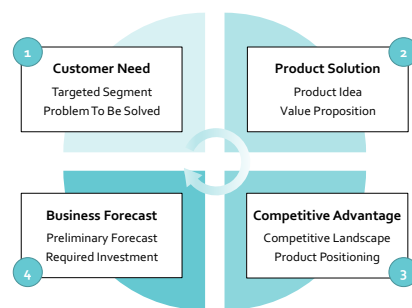
Product Strategy Generation

This workshop covers the process of product and portfolio strategy development. Working in teams, participants will navigate each step of the process using our renowned Strategy Generation Framework as applied through a series of hands-on, highly interactive exercises. Team members will come out of the workshop with a first draft strategic plan for their own products or portfolios that they can then continue to refine and finalize after the program has concluded.



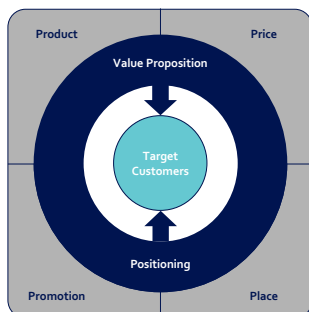
Business Case Development

This workshop teaches participants how to develop clear and concise business case presentations in support of their new product ideas and projects. Our process steps participants through both the financial and commercial stages of business case development, ensuring that teams are prepared to both succeed at their gate review meetings and also fully support their projects over the long term.



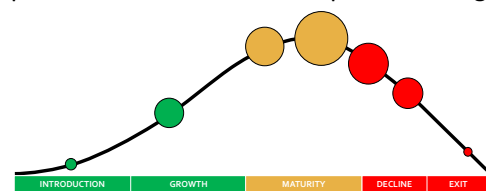
Go-To-Market Planning

This workshop shows participants how to connect target customers with product solutions through the development of unique value propositions, differentiated positioning strategies, and integrated marketing mix action plans. Our process is unique in that it involves the development of continuously evolving go-to-market strategies rather than one-time go-to-market plans. In this way, the workshop doesn't end with the launch of a new product, it begins with it!



Life Cycle Planning

This workshop teaches participants how to map, measure, predict, and impact the four traditional life cycle stages of a product – introduction, growth, maturity, and decline. The workshop also covers an often overlooked fifth life cycle stage, which involves a product's planned exit from a marketplace. Through the workshop, participants will learn how to create detailed life cycle maps for their products, as well as stage-specific market action plans that are designed to help their overall portfolios realize long-term profitable growth.





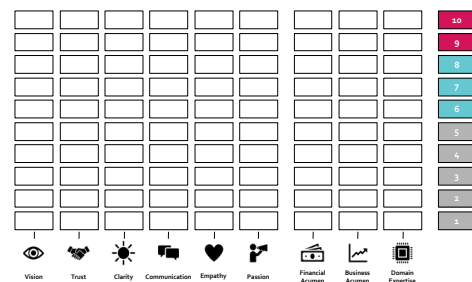
This workshop steps product managers and leaders through the strategy generation process while also teaching them the fundamental skills they need to apply that process to almost any business task. The four main areas of our Strategy Generation Framework are supported by the corresponding skill areas of imagination, perception, intuition, and artistry. These skills are explored through a series of impactful exercises that are sure to inspire creative strategic thinking in every attendee!

Context	Imagination
Analysis	Perception
Planning	Intuition
Execution	Artistry

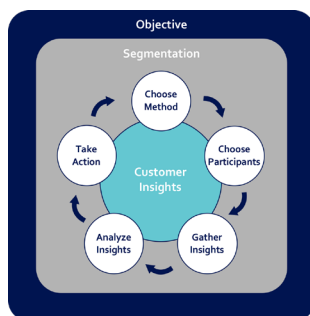
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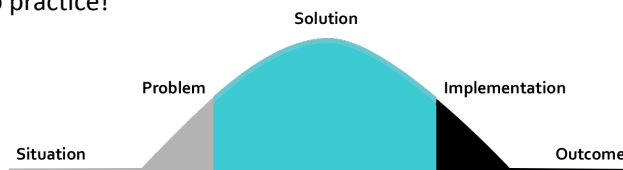
This workshop is designed to teach new and emerging product leaders the fundamental skills they need to strategically succeed in their roles. The workshop focuses on six key “soft skills” – vision, trust, clarity, communication, empathy, and passion – as well as three fundamental “hard skills” – financial acumen, business acumen, and domain expertise – and teaches participants how to master each one!



This workshop is designed specifically for product managers and product leaders, and provides them with a clear 5-step process for obtaining, analyzing, and utilizing multiple types of customer insights and feedback. The workshop covers six different “voice of customer” methodologies – correspondence, reviews, surveys, interviews, focus groups, and observation – and shows participants how to harness each one to achieve maximum success for their products and product businesses.



This workshop helps participants develop the key skills they need to both create and deliver truly engaging business presentations – whether they are presenting their strategic product plans or any other business story that may need to be told. The workshop focuses on the two critical areas of developing and communicating a business story, and gives participants the opportunity to not only elevate their presentation skills, but also to put those skills into practice!



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