

ENOVERLAB PRODUCT MANAGEMENT

LEARNING SYLLABUS





Welcome to Enoverlab

Enoverlab is a training institute that provides product management training to individuals and corporate organizations.

At Enoverlab, we groom talents with the knowledge, skills, tools and experience they need to function effectively in the role of a Product Manager.

Every single day, our mission is to build product managers who will lead the development and delivery of impactful products to the world from Africa.

Enoverlab is accredited by ACTD (American Council of Training and Development) and we are a member of ACTDs global network of professional institutes across the globe.



This brochure contains the syllabus of Enoverlab Advanced Product Management program which is our detailed training for **newbies who are just starting out in product management or “accidental product manager’s” who have been doing some form of product management and are now looking for structure into what they’ve been doing.**

The Advanced Product Management training will help you to learn the required knowledge, skills and tools to fully take up the role of a product manager.

The program runs for 10 weeks

It can be taken online or onsite.

The online training is instructor-led held via Google Meet.

The onsite training holds at our training centre in Lekki, Ojodu Berger, Ibadan, Abuja, Anambra, and Nairobi (Kenya).

There is a 8 weeks Internship program after the training.

The internship is an Open-Source Internship program where the trained Product Manager's would collaborate with UIUX designers and Software developers to build a live product, get real-life work experience and build their portfolio.

Anyone regardless of their background and experience can take the Advanced Product Management program



PROGRAM SYLLABUS

WEEK 1

Introduction to Product Management

- What is a Product?
- What is Product Management
- Who is a Product Manager
- The goal of Product Management
- Identifying problems as a Product Manager
- Understanding problem and solution perspectives
- Difference between product manager, project manager, and program manager
- Different Product Manager roles
- Soft skills for the Product Manager role

WEEK 2

Understanding Product Thinking and Product Lifecycle

- What is product thinking?
- Foundations of product thinking
- How do you develop your product thinking skills?
- Carrying out product teardowns
- What is the Product Life Cycle?
- The phases of product life cycle
- Understanding Product Market fit
- Product market drift
- Product management role in each phase of the product life cycle

WEEK 3

Understanding Users; Conducting User Research

- Who is a user?
- Who is a customer?
- What is a user need?
- Understanding User Experience (UX)
- Relationship between UX design and Product Management
- Conducting User Research
- User research methods
- Types of user research
- Usability Testing and A/B Testing
- Using data analytic tools to track & observe users
- Steps to conducting user research
- Interpreting customer feedback

WEEK 4

User Segmentation & Persona; User stories & Acceptance criteria

- What is user segmentation?
- Types of user segments
- Understanding Casual, Core, and Power Users
- What is a user persona
- Creating a user persona
- Interpreting user persona's
- Using personas to improve product development and marketing
- What is user stories
- How to write user stories
- Acceptance criterias
- How to write acceptance criterias

WEEK 5

Creating userflows & wireframes;

Introduction to Agile & Scrum

- The importance of userflows and wireframes
- Introduction to Figma and Figjam
- Creating userflows on Figjam
- Creating wireframes on Figma
- Introduction to Agile
- Core values of Agile
- Understanding Scrum
- Scrum framework
- Introduction to JIRA
- Using JIRA tool for managing projects

WEEK 6

Product Roadmap and Prioritization Frameworks

- What is a product roadmap
- Roadmap formats
- Understanding Themes and Epics
- Introduction to Productplan
- Creating roadmaps on Productplan
- What is prioritization in Product Management?
- Prioritization frameworks
- MoScow framework
- Kano model framework
- RICE (Reach, Impact, Confidence, Effort) framework
- Value vs Complexity framework
- Opportunity Scoring framework
- Value vs Complexity framework

WEEK 7

Product Metrics

- What are Product metrics?
- Understanding KPIs and Metrics
- Three Levels of Product Metrics
- North Star Metrics, User Oriented, and Business Metrics
- Activation, Active and Engagement
- Retention and Churn
- Customer Satisfaction Score and Net Promoter Score
- Monthly Recurring Revenue
- Average Revenue Per User
- Customer Acquisition Cost
- Customer Lifetime Value

WEEK 8

Competitive Market Analysis & Minimum Viable Product (MVP)

- What is competitive analysis
- Understanding competitors
- How to conduct competitive analysis
- SWOT analysis
- What is a Minimum Viable Product?
- Types of MVP
- Steps to running an MVP
- Common pitfalls to avoid when developing an MVP

WEEK 9

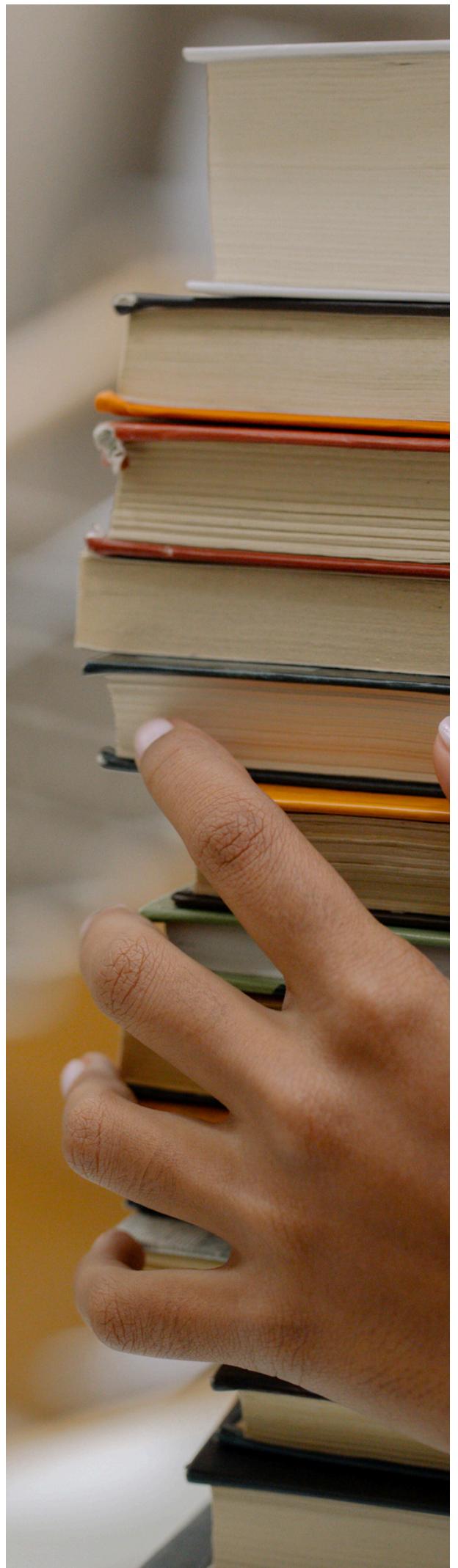
Product Strategy

- What is a Product strategy?
- Components of a Product strategy?
- Understanding Product vision
- User and market needs
- Defining value proposition
(Key features & differentiators)
- Value proposition canvas
- First mover advantage strategy (FMA)
- Finding business leverage
- Studying the business success
of Moniepoint
- Creating business model canvas

WEEK 10

Product Launch; Go - market - plan

- What is Product Launch
- The goals of a Product Launch
- Creating Pre-launch, Launch, and Post
launch strategies
- Understanding different marketing
activities
- Understanding Time-to-value (TTV)
- Achieving Product Market Fit quickly
- Collaborating with marketing team
- Stakeholder management



Tools you would be introduced to during the program



Jira Software



ProductPlan





CAPSTONE PROJECT PRESENTATION

All our trainees are given a project to work on to help them put into practical use all they would be learning in the program. The project is designed to be worked on for four weeks, from week 7 to week 10.

The project is presented to external senior product managers who will evaluate the project, give constructive feedback and advise on what they can do better.

This project is also used to assess how well each trainee understands what they have learnt before they are presented with their certificate.



PRESENTATION OF CERTIFICATE

Each trainee is presented with an Enoverlab Advanced Product Management certificate accredited by ACTD (American Council of Training and Development) to certify that he or she has met the required standards to be able to work in the product manager role anywhere in the world.

The Certificate can be used to get a Product Manager job in any organization across the globe.

At the end of the entire program, you would have gotten the knowledge, skills, tools and experience you need to become a product manager - you will be able to lead the development and delivery of impactful products in any organization globally.

This is why 70% of our trained product managers always get a product manager job within 3 months after completing their training.

We have our trained Product Managers working for companies in the US, UK, Canada, Germany, Portugal, Italy, Qatar, Hongkong, and ofcourse, Nigeria.

35% of our trained product managers always make an impact within their first 3 months of work in any organization they find themselves.

If you have further questions or need more clarifications, do send an email to info@enoverlab.com or simply call 09063124595.

Benefits of becoming a Product Manager

- Opportunity to start a career in tech without having a technical or computer science background
- You will be instrumental in building products that can solve thousands to millions of people's problems and make their lives better
- You can increase a company's profit by 34.2% when you are a fully optimised product manager

Becoming a Product Manager will make it easy to get remote or hybrid

- work, both locally and internationally as companies are open to hiring product managers flexibly

A Good Product Manager earns around N400,000 - N600,000 monthly

- in Nigeria. Internationally, they earn around \$4,000 - \$6,000 monthly. Excellent and Experienced Product Managers earn way much more.



Goodness Ehizode
(Product Manager, Clafiya)
<https://www.linkedin.com/in/goodnessehizode/>

Goodness Ehizode is a Product Manager whose focus is on leveraging behavioral psychology to understand users and develop effective product-led growth strategies while enhancing user experience.

She has launched various B2B and B2C products, and enjoys tackling intriguing challenges, particularly those with a focus on Sustainable Development Goals.

She is the pioneer Product Manager at Clafiya, an healthtech company that is changing the way Africans access, receive and pay for healthcare.

She is the founder of Africa's foremost Product Podcast, "Everything Products" and continues to mentor new and aspiring Product Managers via her work at ADPLIST, Enoverlab and other tech mentorship platforms.



Ifeoluwa Onifade
(Product Designer, Sportrex)
<https://www.linkedin.com/in/onifadeifeoluwa>

Ifeoluwa is a product designer with close to a decade experience in the technology industry. He has great understanding of different fields in tech; from software development to uiux design, uiux design to product management, product management to marketing, augmented reality to virtual reality, artificial intelligence to web3.

He is also skilled in using design tools like Figma, Photoshop, After Effect, No-code developer tools etc.

His vast knowledge in tech helps him to understand why and how to build and focus on shipping simple, easy to use products for end users while driving significant ROI for organizations.

Ifeoluwa is the Co-founder of VenPay and Zerodepression.



Olabanji Ewenla
(Lead Product Manager, Dashouts)
<https://www.linkedin.com/in/olabanjiewenla/>

Olabanji is an experienced product manager with over six years of experience working in different industries like education, health and wellness, logistics and mobility, travel and tourism; he understands what it means to be an advocate for the user, be an iterative problem solver, drive continuous value creation for the users and ensure organizations achieve their goals and objectives without neglecting technical feasibility.

He has worked on multiple products with companies such as Teckerone, Pukkaview, Perxels, ZeroDepression, and Dashouts. He has led 20 different open-source tech teams consisting of more than 150 talents (Product Managers, UIUX Designers and Software Developers) to build different web products across diverse industries in 1 year.

Olabanji is a Certified Product Manager by AIPMM (Association of International Product Marketing and Management).

He is also the Co-founder and CEO of Enoverlab.

MEET OUR INSTRUCTORS



Theodora Isola

(Agile Project Manager)

<https://www.linkedin.com/in/theodoraisola>

Theodora is an experienced product manager with a proven track record in ensuring highly manual and time-consuming processes are linked into executable workflows and automated to achieve optimal results for organizations and improve end-user productivity.

She has worked on more than 6 products in the course of her career and has been involved in taking the products to market, achieving product market fit and growth.

Theodora has a Masters degree in Information systems and technology from the University of Liverpool, United Kingdom, an MBA from The Power Business School, and she is also a Certified Management Consultant.

Theodora is the founder of WATStudy Community that is helping women build their tech career through focused study.