



**ProductDive™**

[www.productdive.com](http://www.productdive.com)

[admissions@productdive.com](mailto:admissions@productdive.com)



Accredited Learning Partner



# ABOUT PRODUCTDIVE

ProductDive is an empowerment organisation that provides your team with the right skillset from industry experts(our trainers) to help them accelerate their career into product management through in-depth and interactive training workshops



# PRODUCTDIVE MISSION AND VISION

We aim to become the Top African product management school that helps aspiring & experienced products managers with real-world insights and knowledge on how to build products that deliver value to users and organisations.





We are the only authorised testing partner to provide the Product Management Certification courses and exams for whoever wants to become a Certified Product Manager in Nigeria. The Certified Product Manager (CPM) is a certification exam taken in partnership with Association of International Product Marketing and Management (AIPMM), the world's largest Product Management Association.



# PRODUCTDIVE ADVANTAGES

- **ACCELERATED CAREER SUPPORT**
  - Assignments and projects of industry standard and impact
  - 1-on-1 Mentorship from expert Product Managers
- **CERTIFIED PRODUCT MANAGER**
  - Certification issued by AIPMM (Globally Recognised)
- **JOB SUPPORT**
  - Career support & Job assistance
  - Interview coaching
- **PRODUCTDIVE MEMBERSHIP**
  - Membership to the ProductDive Alumni and access to our great network of experts

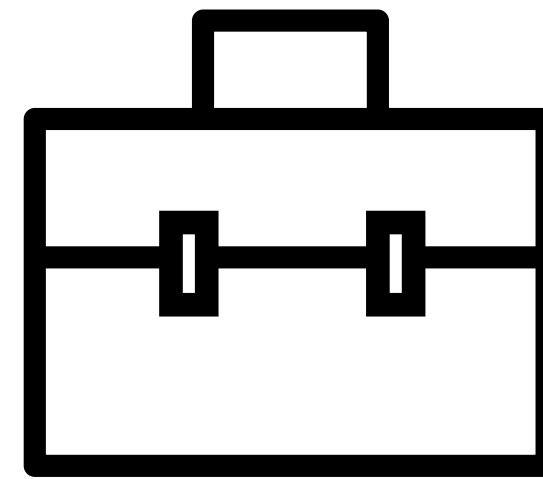
# PROGRAM OVERVIEW



Only Authorised  
Training Partner,  
Nigeria(AIPMM)



Virtual Classes  
(8hrs/week)  
6 weeks



100+ Graduated  
Students



1000+ Students  
Empowered

Certificate of completion awarded for each workshop

INDIVIDUAL PRODUCT MANAGEMENT WORKSHOPS

Workshops	Product Thinking	Prioritisation
	Product Design	Product Roadmapping & Stakeholder Management
	Product Metrics	Product Growth
	Product Strategy	Product Launch
	Agile Development & Scrum Framework	Your Next PM Job & Capstone Project



## PRODUCT THINKING ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**

Ever wondered whether you are a product manager or product janitor? Or you sometimes cannot give an exact name to the series of roles you play in your company?

This workshop welcomes you to the world of product management by providing a deep understanding of its role for you and your organization.

In this workshop you will learn:

- The roles & responsibilities of a product manager
- Product Sense
- Hard skills vs Soft skills of product managers
- How to work effectively with your product team
- Learn the tools & processes for effective product management.



Designing a new product goes through an analytical process and relies on a problem-solving approach to improve the quality of life of the end user and his or her interaction with the environment. It is about problem-solving, about visualizing the needs of the user and bringing a solution.

The customer is the heart of product management and in this module, you get to understand why and how to keep them excited about your product.

Learn how to design for the customer in mind

- Product Validation
- Design thinking
- Discovery
- User research
- User Persona



## PRODUCT DESIGN ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**



## PRODUCT METRICS ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

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Product metrics are quantifiable data points that a business tracks and analyzes to gauge the success of its product.

This workshop is a practical and actionable workshop with easy formulas, theories, and approaches, ensuring that you can take the ideas and frameworks back to work the very next day.

In this workshop, you will learn:

- Product KPIs (Key Performance Indicators)
- Customer-oriented metrics
- Business-oriented metrics
- What a metrics-driven culture looks like



A product strategy is the foundation for the entire product life-cycle. As product leaders develop and adjust their product strategy, they zero in on target customers and what they need. This informs the strategic positioning necessary to achieve business success.

This workshop is designed to provide you with a comprehensive and detailed outline of integrated product management criteria and methods in a marketing environment and intend to acquire a dedicated training in this essential component of the marketing mix.

In this workshop, you will learn:

- Insight-driven market strategy
- Market strategy tools
- Market segmentation
- Create compelling product vision



## PRODUCT STRATEGY ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**



## AGILE DEVELOPMENT & SCRUM FRAMEWORK

[www.productdive.com/products](http://www.productdive.com/products)

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There is this perception that Agile applies only in software development. However, times are changing, and we are seeing more and more applications of Agile in broader product development and even in the sales and marketing departments. The core principles of Agile that we see in software development now translate very well to product development.

With a better understanding of your customer and the market, you are now ready to build. This workshop focuses on continually improving a product, using a team, and delivering top quality products. The most well-known Agile product management methodologies include Scrum (which you will learn about in this course). What does it take to build a product successfully?

In this workshop you will learn:

- Agile approach to Product Development
- Agile Framework
- Principles in the Agile Manifesto
- Scrum tools and techniques
- Build Product Backlog
- User stories writing
- How to make significant contributions as a Scrum team



Product prioritization isn't just about making a stack of features in a certain order—it also involves balancing the many inputs and opinions of stakeholders. Narrowing that list of demands and feature requests for a sprint or a product roadmap is one of the most challenging parts of a product manager's job.

After customer needs are identified, product managers must lead a team effort to decide how a new or revamped product can best meet those needs.

In this workshop, you will learn:

- Prioritisation frameworks
- How to prioritise tasks and initiatives
- Decision making in the action plan



## **PRIORITISATION ONLINE WORKSHOP**

[www.productdive.com/products](http://www.productdive.com/products)

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## PRODUCT ROADMAPPING AND STAKEHOLDER MANAGEMENT ONLINE WORKSHOP

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Product-Led Growth is a go-to-market strategy that relies on using your product as the main vehicle to acquire, activate, and retain customers.

Are you looking to build acquisition funnels, identify core customers, and optimize growth loop models. In this course, you will learn how to analyze your results and make improvements to your strategies, as well as retention theories, for creating audiences and increasing engagement.

In this workshop, you will learn:

- Growth and Acquisition Strategy
- Activation and Retention Strategy
- Monetization Strategy



## PRODUCT GROWTH ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**



## PRODUCT LAUNCH ONLINE WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**

Your product is ready to hit the market but you are not sure how. This module is perfect for you to learn the best strategies to use to enter the market with either a new product, release or promotion.

Exploring marketing strategies for connecting to customers with social media, video, influencer campaigns, and more. Plus, discover how to continue to grow your business beyond product launch day.

In this workshop you will learn:

- Create a launch plan
- Create your Go-to Market strategies
- Product Release
- Brand equity
- Product Promotions
- Leveraging social media campaigns



With all the knowledge comes reality – time to nail the job! You guaranteed to get the ProductDive™ experience with our world-class training on what you need to do to get your next product management job or promotion. We crown this course with career support and hiring tips.

In this full workshop, you will learn:

- Mock PM Interview Prep
- Cover letter / CV review & feedback
- LinkedIn strategies to position yourself



## THE PM CAREER SHIFT WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

**100% Virtual | Instructor led**



## COMPLETE PRODUCT MANAGEMENT WORKSHOP

[www.productdive.com/products](http://www.productdive.com/products)

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The Product Management Course (PMC) is a practical, hands-on, full experiential course where you will gain global standard knowledge in:

In this full course, you will learn:

- Product Thinking
- Product Design and UX Research
- Product Metrics
- Product Strategy
- Agile Development and Scrum Framework
- Prioritization
- Product Roadmapping and Stakeholder Management
- Product Growth
- Product Launch Your next PM Job



# COURSE DETAILS



## Cost

Each workshop costs ₦ 13,500 || \$30  
Entire workshop costs ₦ 135,000 || \$295



## Six Weeks

6–8 hours per week



## Certification

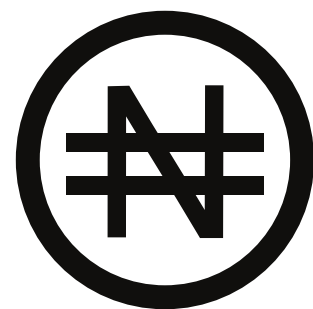
Certificate of Completion  
issued afterwards

# GET CERTIFIED TODAY

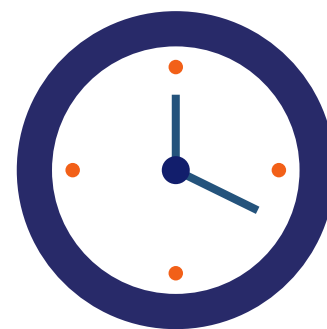


## GET CERTIFIED AS A PRODUCT MANAGER

100% Virtual



Cost  
\$572



### TIME

Any hour between  
9am and 6pm WAT  
from Monday – Friday



### Certification

AIPMM Certificate  
is issued afterwards



Certified Product Manager (CPM) is a certification exam taken in partnership with Association of International Product Marketing and Management (AIPMM), the world's largest Product Management Association as an authorized testing partner to provide their Product Management Certification courses and exams for whoever wants to become a Certified Product Manager.

- You want to be globally recognized.
- You want to have access to top product managers in the world.
- You want to apply for a senior product manager role at a firm.

What you get:

- Study guide to prepare for the globally recognised CPM certification.
- Certified Product Manager Practise Exam to ensure you are ready to take and pass the actual exam.
- AIPMM Annual Membership.(Association of International Product Management and Marketing professionals)



# CONNECT WITH US



WEBSITE

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