CoGrammar

Welcome to this session:

Product Management Fundamentals

The session will start shortly...

Any Questions?
Drop them in the questions section.

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:

Ian Wyles
Designated Safeguarding Lead

Simone Botes

Nurhaan Snyman

Rafiq Manan

Ronald Munodawafa

Tevin Pitts

Scan to report a safeguarding concern

or email the Designated Safeguarding Lead:
Ian Wyles
safeguarding@hyperiondev.com

CoGrammar HyperionDev

Democracy
Every person's opinions matter.
Respect
We look after each other.
Tolerance
We accept each other's differences.
British Values
Rule of Law
We keep to the rules.
Liberty
We are free to make choices.

HOUSEKEEPING

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Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
    - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping

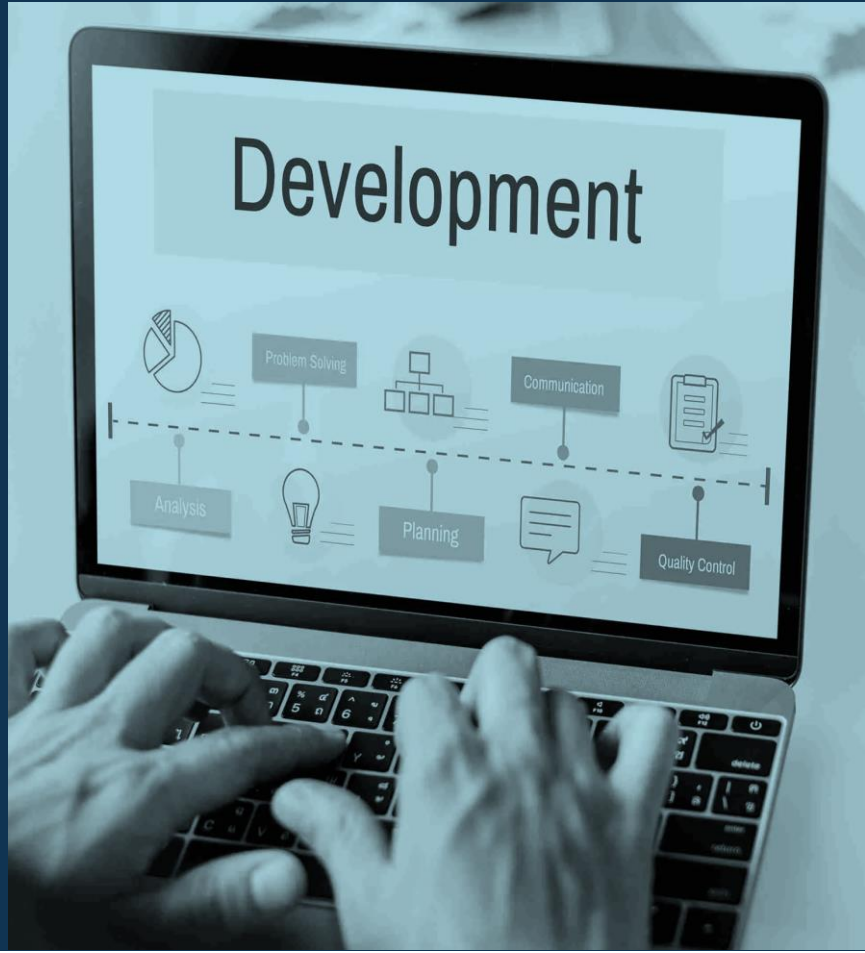
- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: ***www.hyperiondev.com/support***
- Report a safeguarding incident: ***www.hyperiondev.com/safeguardreporting***
- Should you have any further questions or want to provide us with feedback, please feel free to post them **here.**
- **GitHub Link to access L&M Presentation Slides.**

CONNECTION
before content...

Open Questions...

Question 1

"When you think of product management, what comes to mind? Is it more about shaping a product, managing a team, or bridging the gap between business and customers, or maybe all of the above?"



Question 2

"Imagine a business launches a product without a clear plan or direction. What do you think would happen? Why do you think having a strong product management strategy is critical to a company's success?"

Question 3

"If you were hiring a product manager for your dream business, what skills or qualities would you look for? What do you think separates a great product manager from an ordinary one?"

LEARNING
OUTCOMES

Learning Outcomes

- Define product management and articulate its role within organisations, including its **significance in driving product development, market success, and overall business strategy**.
- Grasp how effective product management **contributes to market competitiveness, customer satisfaction, revenue growth, and long-term business success**.
- Identify and explore the **core competencies required to excel in product management roles**, including strategic thinking, communication skills, user empathy, and leadership abilities.

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DEFINITION AND ROLE OF PRODUCT MANAGEMENT

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Product management is a crucial discipline within a company that is responsible for **driving the development, marketing, and improvement of a product** or service throughout its life cycle.

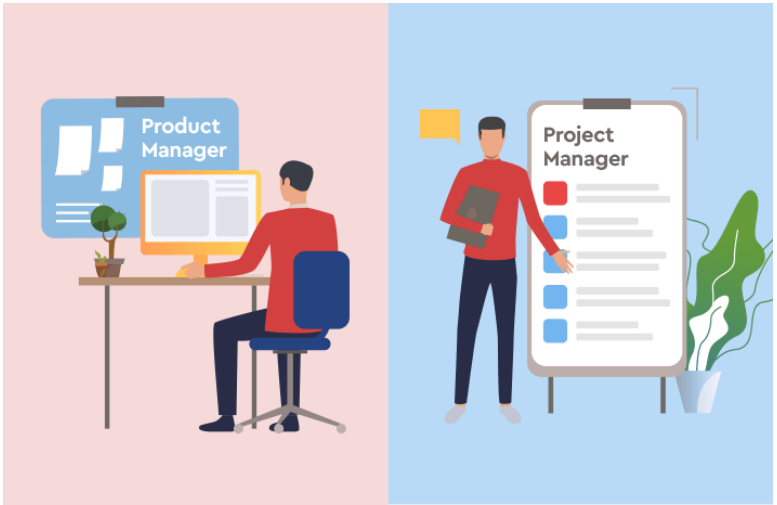
It encompasses various activities, **from conceptualisation and design to launch and ongoing enhancements**.

The primary goal of product management is to ensure that the **product meets the needs of both customers and the business**, driving its success in the market.

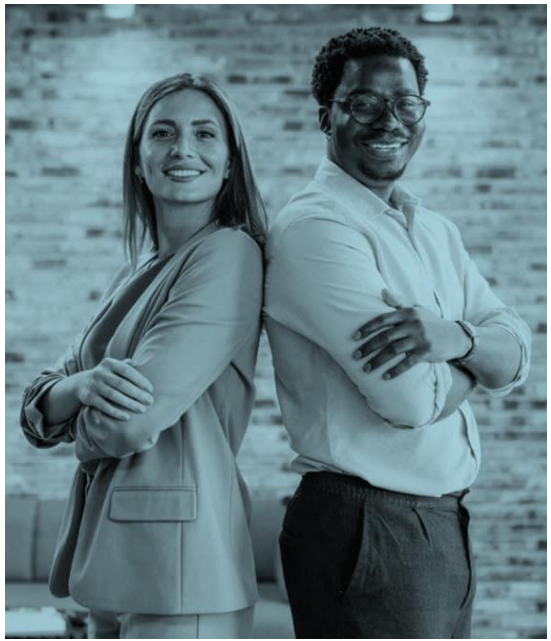
DEFINITION AND ROLE OF PRODUCT MANAGEMENT

Product management revolves around **strategic direction and life cycle management**, ensuring alignment with market needs and business objectives.

Project management executes **specific projects within a defined scope, timeline, and budget parameters**.



DEFINITION AND ROLE OF PRODUCT MANAGEMENT



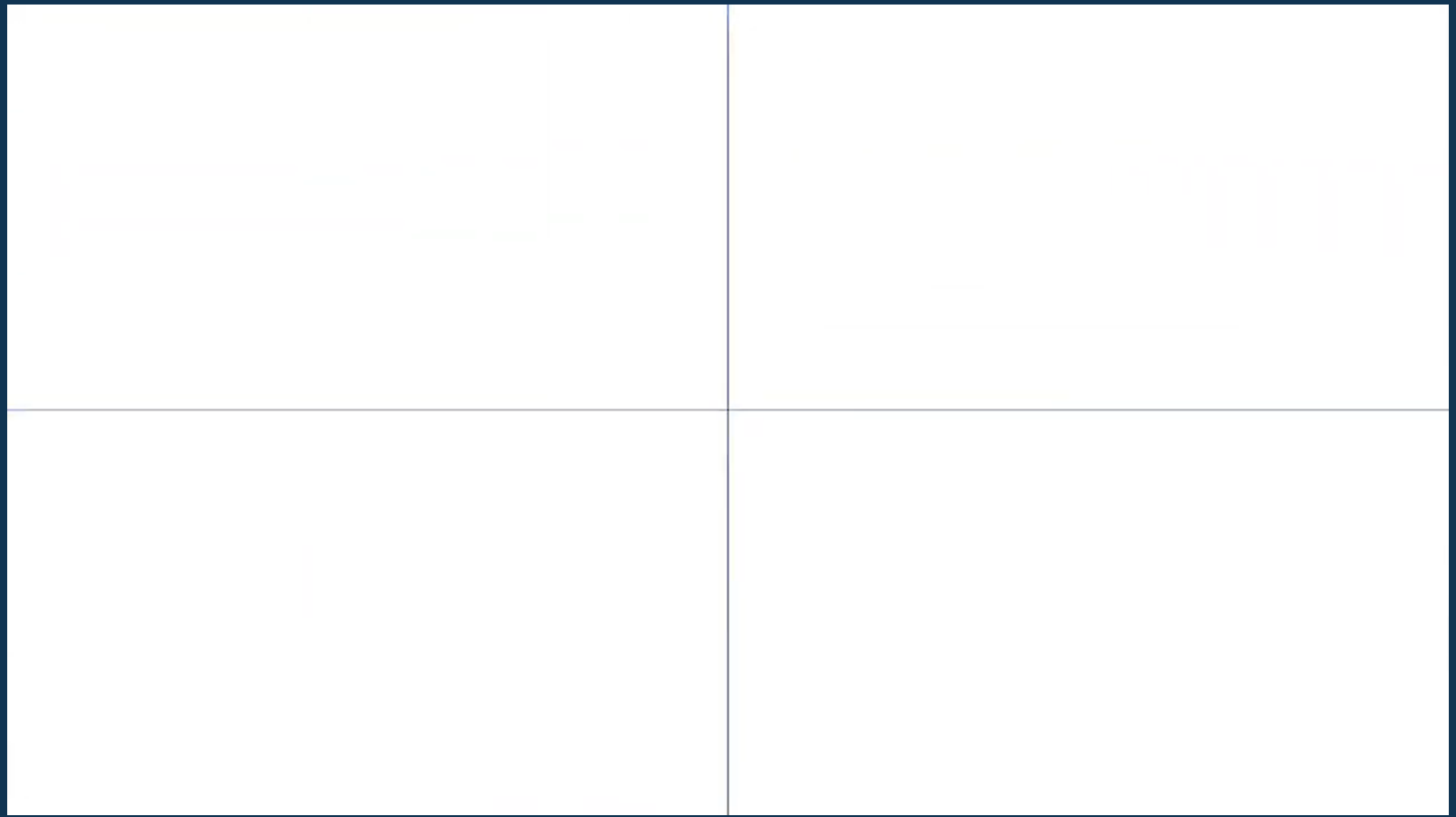
While product management entails **long-term oversight from ideation to retirement**, project management typically **operates within shorter timeframes**, focusing on task execution and deliverables.

DEFINITION AND ROLE OF PRODUCT MANAGEMENT

In terms of stakeholders, **product management engages a broad spectrum of stakeholders**, including customers, executives, and various internal teams. Project management primarily involves **managing stakeholders directly involved in project execution**.

Both roles are indispensable for successful product delivery and achieving overarching business goals.

https://www.youtube.com/watch?v=nPR6HsUO_XY



RESPECT

Product Managers need to engage with a wide range of stakeholders and **treat everyone's input with consideration and dignity**.

Time To Reflect

1. Reflecting on the distinctions between product and project management, how can I leverage my understanding of these roles to enhance collaboration and effectiveness within cross-functional teams?

IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

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In today's competitive marketplace, the role of product management has become increasingly crucial for the success of businesses across industries.

Product management is a key player between various organisational departments, aligning strategic goals with customer needs to drive innovation, growth, and profitability.

IMPORTANCE OF PRODUCT MANAGEMENT IN BUSINESS

Why Product Management Is Essential For Businesses

- ✓ Market Understanding and Customer Focus.
- ✓ Strategic Direction and Road mapping.
- ✓ Cross-Functional Collaboration.
- ✓ Innovation and Differentiation.
- ✓ Revenue Growth and Business Performance.
- ✓ Risk Management and Adaptability.
- ✓ Customer Satisfaction and Retention.
- ✓ Maximising ROI and Resource Efficiency.

DEMOCRACY

Collaboration between teams, where everyone's voice is heard, and **decisions are made based on collective input**, champions democratic principles.

Time To Reflect

1. How can my business leverage the strategic role of product management to drive innovation, foster cross-functional collaboration, and ultimately enhance customer satisfaction and loyalty in today's competitive marketplace?

Midway

KEY SKILLS AND TRAITS OF SUCCESSFUL PRODUCT MANAGERS

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Product management is a multifaceted role that demands a **diverse set of skills and characteristics to excel in driving product success**.

KEY SKILLS AND TRAITS OF SUCCESSFUL PRODUCT MANAGERS

Key Skills And Traits

- ✓ Strategic Vision.
- ✓ Market Understanding.
- ✓ Customer-Centric Approach.
- ✓ Cross-Functional Collaboration.
- ✓ Communication Skills.
- ✓ Leadership and Influence.
- ✓ Adaptability and Resilience.
- ✓ Problem-Solving Skills.
- ✓ Continuous Learning and Improvement.

https://www.youtube.com/watch?v=mjAe_BXW4XE

User Testing

Human Insight Podcast

Janelle Estes

Julia B. Austin

Andy Macmillan

LIBERTY

Product managers need **flexibility and autonomy to make bold decisions**, innovate, and lead without undue constraint.

Time To Reflect

1. How can I cultivate and leverage the key skills and traits, such as strategic vision, market understanding, and cross-functional collaboration, to excel in driving product success and delivering value to customers and businesses in today's competitive environment?

QUESTIONS & ANSWERS

LECTURE CONCLUSION & RECAP

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RESOURCES

RESOURCES

VIDEOS:

- ✓ Product Manager vs Project Manager
- ✓ A Harvard Prof's Three Fundamental Characteristics Of A Great Product Manager

Thank you for attending

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SKILLS FOR LIFE
SKILLS BOOTCAMPS

Department for Education