Product management 101
Course introduction

As *product managers…*

Build a *deep intuitive understanding* of our customers

We work with engineers
and product designers in a
lean, fast, experimental
way

Seeking *innovation*

We support – and learn from – our *sales, marketing, and customer success* teams

We craft – and run – a
product strategy

Motivating our teams,
focusing our work

As product managers…

We can **delight our customers**

Knock back our competitors

Set up our companies and products for **long-term market success**

Designed for …

Product managers (0-5 years experience) looking to enhance and deepen their skills

Aspiring product managers

Business managers who want to better understand the work of product management

3 goals of the course…

1 Learn best practices for the ***work of product management***

- Market intelligence
- Strategy
- New product development
- Lifecycle management

3 goals of the course…

2 Learn to be ***leaner, faster,*** and ***more experimental***

- Data-driven innovation

3 goals of the course…

3 Take strong steps toward becoming a ***more strategic product manager***

- Healthier balance between the strategic and tactical

- Greater impact on our company and products

Market Intelligence	**Strategy**	**New product development**	**Lifecycle Management**
Customer Market Competition	Product strategy	Prioritization Discovery & delivery Launch	Positioning Pricing Sales support Product support Finding growth Obsolescence

Section 1
Introduction

Section 2

Section 3

Section 4

Section 5

Market Intelligence

Customer
Market
Competition

Strategy

Product strategy

New product development

Prioritization
Discovery & delivery
Launch

Lifecycle Management

Positioning
Pricing
Sales support
Product support
Finding growth
Obsolescence

Section 6
Wrap-up
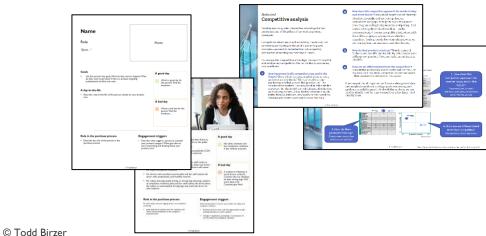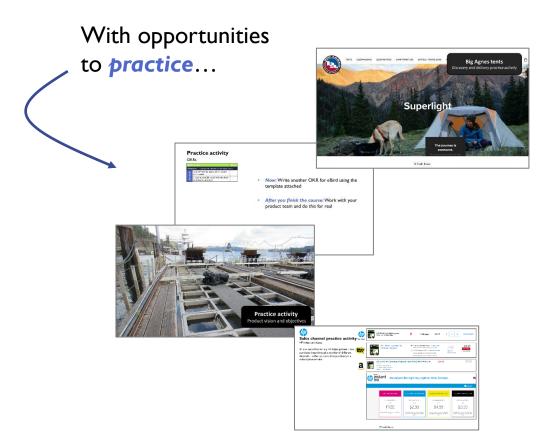
We'll keep the course *real*

ancestry

Envoy

Motive

hp

reedsy

i-team

eBird

KOBO

Steelcase

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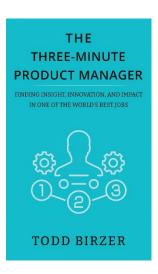
We'll keep the course *practical*

With opportunities to *practice*…

Todd Birzer

THE THREE-MINUTE PRODUCT MANAGER

FINDING INSIGHT, INNOVATION, AND IMPACT
IN ONE OF THE WORLD'S BEST JOBS

TODD BIRZER

- 25+ years in product management
- Leader of product teams (US / Canada)
- Consult with teams worldwide
- Udemy Instructor Partner
- Author, *The Three-Minute Product Manager*

The purpose of product management

Manage the full lifecycle of products/services to…

Create exceptional *customer value*

Generate long-term *competitive advantage*

Deliver year-after-year *profitability*

> *Our job is to delight customers in hard-to-copy, margin-enhancing ways*
>
> *Gibson Biddle*
> *Former VP of Product at Netflix*

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Market Intelligence

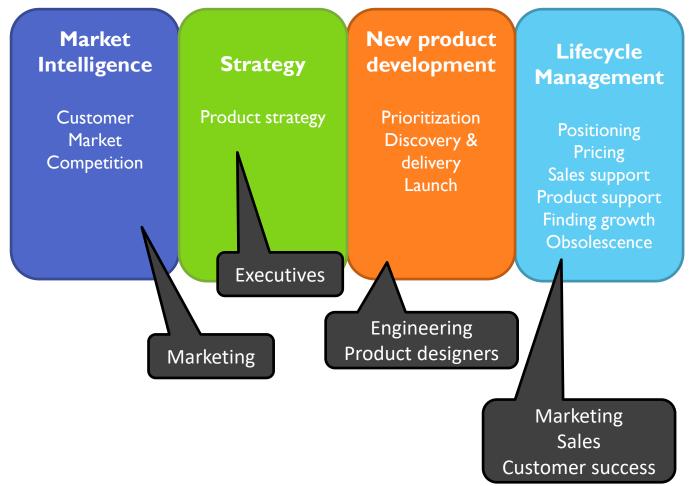Customer
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Executives

Marketing

Engineering
Product designers

Marketing
Sales
Customer success

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Our purpose

Manage the full lifecycle of products/services to…
Create exceptional *customer value*
Generate long-term *competitive advantage*
Deliver year-after-year *profitability*

Our work

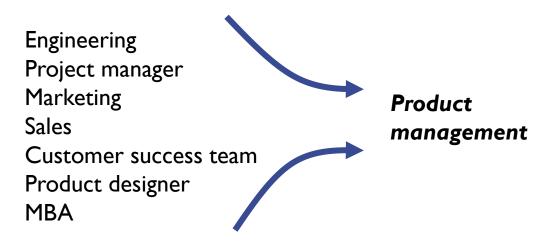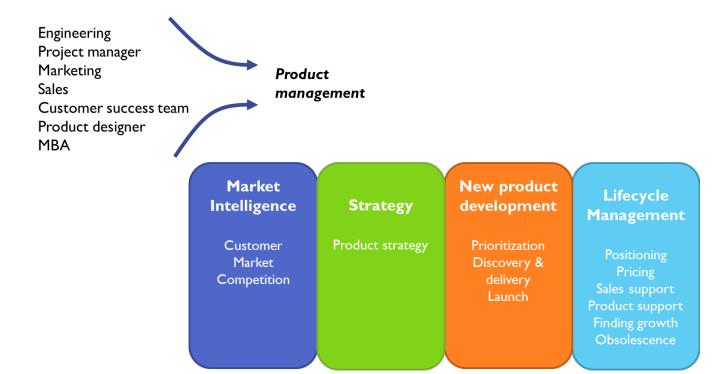| **Market Intelligence**	**Strategy**	**New product development**	**Lifecycle Management**
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Let's talk about our opportunity, about how to *go big*
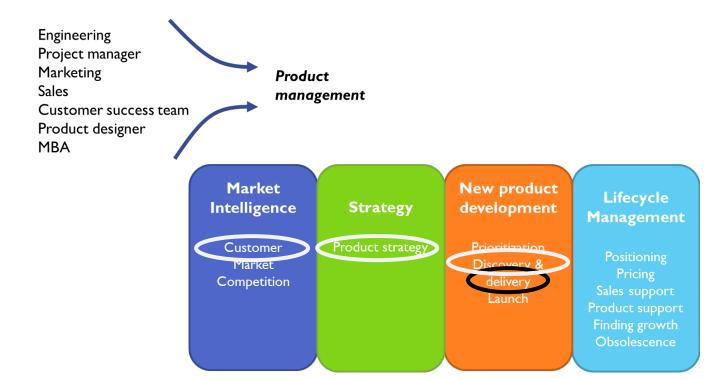
As product managers, we are *ambitious*
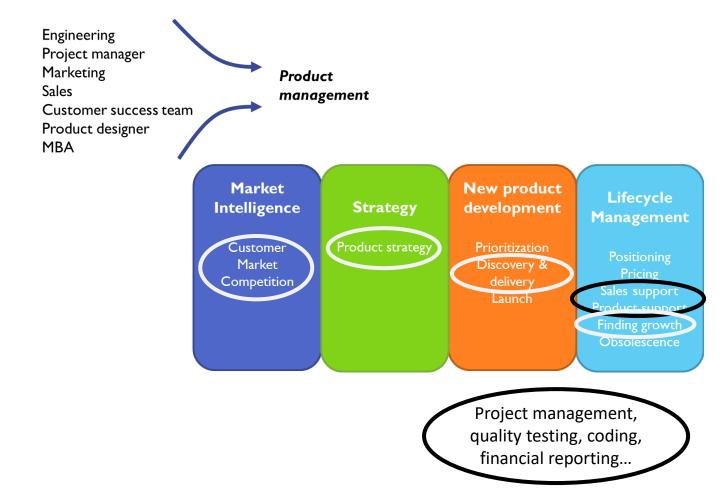
- Skilled company leaders
- Potential future executives

But…sometimes we play *incremental*, sometimes we play *small*

Engineering
Project manager
Marketing
Sales
Customer success team
Product designer
MBA

Product management

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Product management

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Project management, quality testing, coding, financial reporting…

More here

Say "yes" and lean in

- Deep customer understanding
- Market and competitive analysis
- Product strategy
- Product concept testing
- Product analytics
- Pricing
- Search for growth

Less here

Gently say "no"

- Project management
- Extensive product support
- Deep engineering support
- Extensive sales support

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More here

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The good news:
You can quickly raise your impact as a product manager...

This is how we *go big!*

All slides from the course are attached to the "Course Wrap-up" lecture