About the Workshop

Training Programme ID: 10001426722

Training title: Product-Led Innovation & Growth

Date: 03 Oct 2024 (Thu)

Time: 1.00pm - 5.30pm (inc. 30 min break) (4 hours)

Programme Outline

DESCRIPTION

When it comes to developing digital products or solutions, why do some companies seem to get it right quickly while others seem to waste precious resources chasing bad ideas?

If design thinking or user centricity alone doesn't seem to lead to winning products, what does?

Join us in an interactive workshop that combines business smarts and common sense when innovation is slow, growth is hard and building an agile product is "too risky".

- Why innovation theatre or paid growth is unsustainable
- Crafta winning hypothesis of your product/channel and how it might thrive in the market
- Validate the hypothesis through desk market research your direct and indirect competitors
- Design low-commitment experiments to grow your acquisition or retention metrics using a decision tree
- Foster a more product centric mindset within team members

Training Schedule

Training Duration: 4 hours

Date	Time	Module
03 Oct 2024 (Thu)	1.00 pm – 3.00 pm	• Why innovation theatre or paid growth is unsustainable • Craft a winning hypothesis of your product/channel and how it might thrive in the market • Validate the hypothesis through desk market research of your direct and indirect competitors
	3.00 pm – 3.30 pm	Tea Break
	3.30 pm – 5.30 pm	• Design low-commitment experiments to grow your acquisition or retention metrics using a decision tree • Foster a more product centric mindset within team members