

Workshop Modules

MODULE 1 Productizing Process Overview

- Product Metrics-Business "health" analysis, Understanding P&L

MODULE 2 Market Analysis

- Understanding customer value : Discovery & Validation
- Market Analysis: Tools and Methodologies
- Competitive Analysis
- Customer Insights: Exercises on customer interview, Win/Loss

MODULE 3 Strategic Planning

- Product Strategy
- Innovation Management
- Buy/Build/Partnership Case Studies

SPECIAL TOPICS

- Product Interface Design and Usability - wireframes, mockups, working prototypes
- Social Media - Inbound market research & Outbound Selling
- Developing strong Influentiality Index (II) for stake holder management

MODULE 4 Product Planning

- Product Personas and Positioning
- Product Requirements & Roadmapping
- Agile, Waterfall
- Startup, Sunset products

MODULE 5 Go to Market

- Product Launch
- Lead Generation
- Building a Marketing Plan

MODULE 6 Sales Enablement

- Mapping Sales Cycle to Product Management & Marketing Deliverables
- Channel Development
- Customer Acquisition Models

Program Duration

Program will be delivered across 3 days. Optional 4th day will be preparation & actual certification online test.

Timings: 9.30 am to 5.30 pm everyday.

Program will be delivered by the trainer in person at the selected venue.

Program Fees

1499 USD (inclusive of tax/participant). Includes breakfast, lunch, Adaptive PM reference book, online toolkit, certification preparation.

Group Corporate Discount of 10% for 3+ participants.

For the latest schedule visit - <http://www.adaptivemarketing.in>

Feedback from some of the client's who have attended the workshop



SAP-Labs

"Demystified the black magic of product management for me and while I was doing a lot of them intuitively, now I have the best practices and tools to do it predictably! Awesome workshop and highly recommend it for all Pms!

Product Manager, NXP Software, India

"With my technical background I was a bit skeptical initially taking this program, I now feel like I have an MBA in a week! Thanks to Adaptive I managed my transition from being an Architect to a Product Manager in my organization. I strongly recommend Adaptive and CPM certification to any product professional who wants to truly learn and actionably apply the building blocks of becoming a great global Product Manager.



Product Manager Phillips Healthcare, India

"After a thorough evaluation of several alternatives I finally chose Adaptive's workshop and am so glad I did! I was able to relate a lot of "gut feel" ideas on how it can be done in a structured manner. Advanced Concepts like Influentiality Index (II), Social Media, Portfolio Analysis which I was aware of, I now finally understand and can implement it. Strongly recommend to anyone who is serious about their product management career path.



Contact Us

India:

Adaptive Marketing Solutions Pvt. Ltd.
engage-in@adaptivemarketing.in,
+91 973 806 8887
No.1, KDP Building, 3rd Floor,
Kira layout, Hosur Main Road,
Bangalore - 560029
Karnataka

USA:

Adaptive Marketing Solutions Inc.
engage-us@adaptivemarketing.in,
11 Loyola Ter, San Francisco,
CA 94117

Include preparation for CPM (Certified Product Manager)



Adaptive Product Management Professional (AdaptivePMP) is one of its kind program designed by product management & marketing practitioners who have successfully launched multi million dollars of products globally in both large and small startups and is now available in India for the first time.

The workshop is designed for senior product professionals who want to accelerate their career path as a product manager and wants to master the art and science of the productizing process – validating, building, launching products successfully and predictably

It prepares professionals for the globally recognized Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM) certifications offered by AIPMM, USA offered in India for the first time.

Program Benefits

- Case studies & exercises led delivery by successful real world practitioners makes learning actionable and applied.
- Ability to apply proven methodologies to manage, scale and grow existing product portfolio.
- Fast track career path through skill building, best-in-class performance and globally recognized certification
- Online toolkit of 40+ best practices templates.
- Post workshop 1 on 1 close loop feedback & counseling for 1 year to ensure learning get applied in the workshop.

Program Faculty

All our faculty are Executive Product Managers and Marketing Managers who have and continue to conceive, build, launch & market successful products in global companies like McAfee, Cisco, IBM both in US and India.

Ideal Participants

- | | |
|-----------------------------|---------------------------|
| Product Managers | Product Owner |
| Strategic Marketing Manager | Project, Program Managers |
| Business Analysts | Architects |
| PreSales Consultants | Engineering Leads |
| Startup CEOs | Post Sales Consultants |

Minimum 4 years of work experience and strong appetite for becoming a business leader is required to get the best value from the workshop.