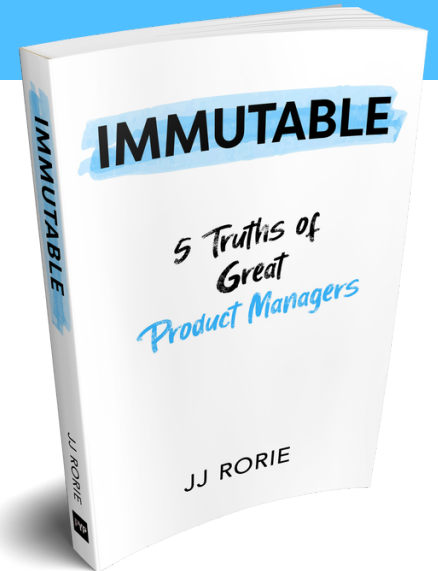


LEARN PRODUCT MANAGEMENT WHILE BUILDING YOUR IMMUTABLE TRUTHS

All great product managers have an **IMMUTABLE** set of truths that anchor everything they do in the role. They...

- ...have exceptionally high **customer intelligence**
- ...are experts at **building relationships**
- ...are master **communicators**
- ...have uncommonly good **judgment**
- ...are fanatical about **prioritizing** their time



The **Immutable Product Management** workshop infuses these immutable truths through the entire learning experience. Participants leave the workshop with a clear picture of what product management is and more importantly **HOW TO BETTER DO THE JOB** by leveraging these timeless and critical skills.

IMMUTABLE PRODUCT MANAGEMENT Training Workshop

New York City

October 25-26, 2023

Virtual

October 10-31, 2023

Zurich

November 20-21, 2023

Workshop Curriculum

The workshop is broken into modules aligned with common work areas in product management. **Throughout each module, we practice and reflect on the 5 IMMUTABLE truths and their important place in that particular work.**

INTRODUCTION & OVERVIEW

MODULE 1: Overview of Product Management

- The Product Management Playbook – the Actual Work of Building Great Products
 - Work Areas
 - Determine What to Build
 - Design & Build
 - Commercialize What We Built
 - Activities, Rituals, and Artifacts Across the Work Areas
 - Setting Goals Across Work Areas
 - Making Decisions Across Work Areas
- The Product Management Ecosystem
 - Cross-Functional Teammates Involved in Building Great Products
- The Product Manager Role & the Immutable Truths of Great Product Managers
 - Overview of the Role
 - 5 Immutable Truths
 - Customer Intelligence
 - Relationship Building
 - Communication
 - Judgment & Decision Making
 - Prioritization

DEEP DIVE INTO THE PRODUCT PLAYBOOK

MODULE 2: Determining What to Build

- Customer Intelligence & Discovery
 - Customer Intelligence Levels
 - Customer Chains
 - User Profiles
 - Customer Journey Mapping
 - Customer Interviewing
 - Data Synthesis
- Problem Analysis
 - Avoiding Biases
 - Hypothesis Canvas
 - Problem Validation

MODULE 3: Designing & Building

- Solution Ideation & Exploration
 - Ideation Techniques
 - Brainstorming
 - Opportunity Spectrum Exercise
 - Experimenting & Prototyping
- Determining the Business & Strategic Fit
- Prioritizing Work
- Assumption & Value Validation
- User Stories & Requirements
- Collaboration on Product Development

MODULE 4: Commercializing the Product

- Product Positioning
- Product Support
- Product Pricing
- Product Marketing
- Sales & Growth Plan
 - Product-Led Growth
 - Sales-Focused

MODULE 5: Ongoing Management of Products Across Their Lifecycle

- Product Roadmapping
- Sustaining & Optimizing
- Sunsetting Features & Products
- Metrics & Analysis

CONTINUE THE LEARNING

MODULE 6: Putting it in Practice

- Personal Learning Plan
- Individual Coaching Session

REGISTRATION INCLUDES:

- One-Hour Individual Coaching Session After the Workshop
- Copy of IMMUTABLE (choice of Kindle or Paperback)
- Digital Copy of Workshop Content
- 10+ Templates & Guides
- Certification of Completion

About the Instructor

JJ Rorie is CEO of **Great Product Management**. She is the author of the book **IMMUTABLE: 5 Truths of Great Product Managers**. Through research on thousands of product managers, she pioneered the practical professional development approach that anchors product managers with the five skills most important for their professional success.

JJ has spent over fifteen years as a product manager, product leader, and product management advisor and trainer, working with some of the world's largest companies including Riot Games, FedEx, Verizon, T-Mobile, Fiserv, American Hospital Association, Kaiser Permanente, RBC, and many others.

She is Faculty at **Johns Hopkins University** Whiting School of Engineering, teaching product management courses.

JJ also hosts the **Product Voices** podcast where she interviews experts on important product management and business topics.



Learn more at
GreatProductManagement.com/workshop

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