BLACKBIRD FOR TRAINING

Preparation Product Manager

11 – 15 October 2027
Amsterdam (Netherlands)



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Introduction

Product management has become one of the essential pillars organizations rely on to design innovative solutions, improve operational performance, and create sustainable value for customers. As markets evolve and expectations rise, the need for strong product management capabilities has grown significantly. The Preparation Product Manager course is designed to equip participants with a comprehensive understanding of product management foundations, strategic planning, and practical methods used to develop successful products across their entire lifecycle.

This course is tailored for executive leaders, team managers, and specialists across diverse business functions who aim to enhance their ability to analyze customer needs, define product requirements, and support strategic decision-making. It is also suitable for professionals seeking to strengthen their competencies in product development, prioritization, and cross-functional coordination within organizational environments.

The course provides a structured and practical approach that combines theoretical principles with real-world applications. Participants will learn how to define product vision, analyze data, evaluate opportunities, prioritize features, and support product delivery with a clear and systematic framework. This course aims to help professionals contribute more effectively to shaping products that align with organizational goals and deliver meaningful impact.

Course Objectives

- Understand the fundamental concepts of product management.
- Learn the stages of the product lifecycle and how to manage each phase.
- Analyze customer needs and convert them into actionable requirements.
- Evaluate new opportunities and link them to organizational strategy.
- Apply tools for prioritizing product features effectively.
- Build development plans based on market insights.
- Assess product performance and interpret key indicators.
- Strengthen the ability to lead cross-functional teams.
- Understand how customer feedback drives continuous product improvement.
- Develop a structured approach to making data-driven product decisions.



Course Outlines

Day One: Foundations of Product Management

- Introduction to the role and responsibilities of a product manager.
- Understanding how product management fits within organizational structures.
- Linking product vision to the broader corporate strategy.
- Types of products and variations in management approaches.
- Key competencies required for successful product management.
- Practical exercise: analyzing an existing product's strengths and weaknesses.

Day Two: Customer Needs and Market Insights

- Collecting market data and understanding user behavior.
- Identifying customer challenges and unmet needs.
- Transforming customer problems into product opportunities.
- Evaluating data sources and assessing their relevance.
- Using practical techniques to study user experiences.
- Creating a preliminary requirements list based on market analysis.

Day Three: Product Vision and Prioritization

- Developing a clear product vision and strategic objectives.
- Creating a roadmap that guides product development stages.
- Setting priorities based on product value and business impact.
- Assessing how requirements align with organizational goals.
- Using structured tools for making informed prioritization decisions.
- Applied exercise: prioritizing a set of product features.

Day Four: Product Execution and Delivery

- Coordinating between technical and business teams.
- Monitoring development progress and ensuring alignment with the roadmap.
- Addressing challenges that arise during execution.
- Understanding how technical choices affect product delivery.
- Assessing product readiness for launch.
- Case study: tracking the development of a real product scenario.



Day Five: Performance Evaluation and Continuous Improvement

- Analyzing post-launch performance and usage data.
- Evaluating customer satisfaction and decoding user feedback.
- Identifying improvement opportunities based on performance metrics.
- Creating an enhancement plan using real product insights.
- Practical exercise: addressing a real issue in an existing product.
- Developing recommendations to enhance product effectiveness.

Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of product management practices.
- Strengthen your ability to analyze customer needs and market insights.
- Learn effective methods for prioritizing product features.
- Improve strategic thinking and product planning skills.
- Build strong leadership capabilities for cross-functional teamwork.
- Understand essential techniques for tracking product development.
- Learn how to interpret performance data and make informed decisions.
- Enhance your readiness to support successful product outcomes.

Conclusion

The Preparation Product Manager course delivers a structured and practical learning path that helps participants understand the strategic and operational responsibilities of product managers. It provides essential knowledge for shaping product direction, analyzing user needs, and managing development processes in alignment with organizational goals.

Through its balanced mix of theory and application, the course helps participants enhance their decision-making capabilities, evaluate product performance, and steer continuous improvement initiatives. The practical exercises and case studies ensure that learners can transfer newly acquired skills directly into their work environment.

By completing this course, professionals become more equipped to navigate product challenges, build value-driven solutions, and contribute effectively to organizational growth and innovation.

