

€ TRAINING

ISM Endorsed Product Strategy and
Innovation



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Introduction:

Product strategy and innovation are essential for organizations to stay competitive and relevant in today's rapidly changing business landscape. This 5-day training course, endorsed by the Institute for Supply Management ISM, will provide participants with a comprehensive understanding of product strategy and innovation, along with practical examples of how to design, develop, and launch successful products.

Course Objectives:

By the end of this course, participants will be able to:

- Understand the basics of product strategy and innovation
- Design and develop product strategies that align with business goals
- Develop and launch successful products
- Use tools and techniques for product innovation
- Apply best practices for product management and optimization

Targeted Audience:

This course is designed for product managers, product owners, product development teams, and business leaders who want to learn about product strategy and innovation.

Course Outlines:

Unit 1: Introduction to Product Strategy and Innovation

- Overview of product strategy and innovation
- Benefits and challenges of product strategy and innovation
- Product strategy and innovation principles
- Product development lifecycle
- Defining and measuring product success
- Unit 2: Designing Product Strategy

Unit2: Aligning product strategy with business goals

- Developing product vision and mission
- Identifying target markets and customer segments
- Conducting market research and analysis
- Competitive analysis and positioning
- Unit 3: Developing and Launching Successful Products

Unit3: Product ideation and concept development

- Product design and prototyping
- Product development methodologies
- Product launch and go-to-market strategy

- Product marketing and sales enablement

Unit 5: Product Innovation and Optimization

Innovation frameworks and methods

- Idea generation and evaluation
- Design thinking and user-centered design
- Lean product development and experimentation
- Agile product development and continuous improvement
- Unit 5: Best Practices for Product Management and Optimization

Product management frameworks and methodologies

- Product management tools and software
- Product analytics and metrics
- Product roadmap and backlog management
- Product management team and organizational structure