

# € TRAINING

ISM Endorsed Product Strategy and  
Innovation



18 - 22 November 2024  
Barcelona (Spain)



# ISM Endorsed Product Strategy and Innovation

REF: L2219 DATE: 18 - 22 November 2024 Venue: Barcelona (Spain) - Fee: 6145 Euro

## 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