Product Management
Sample Program Schedule

	Day 1	Day 2	Day 3	Day 4	Day 5
8:30-9:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00-10:30	What do Product Managers Do?	Customer Focused Design	Breakthrough Results with Pricing	Product Portfolio Planning and Roadmapping	Engaging Your Product Team
10:30-10:45	Break	Break	Break	Break	Break
10:45-12:30	Innovation Capabilities Peer Coach Program	Customer Focused Design Pt. 2	Breakthrough Results with Pricing Pt. 2	Product Portfolio Planning and Roadmapping Pt.2	Engaging Your Product Team Pt.2
12:30 - 1:30	Lunch with Peer Coaches	Lunch	Lunch	Lunch	Lunch
1:30 - 3:15	Evaluating Your Business Model, Competition, and Trends	Data Based Decision Making	Segmentation and Targeting	Negotiation and Influence	Storytelling for Innovation
3:15 - 3:30	Break	Break	Break	Break	Break
3:30-5:30	Innovating Business Models	Data Based Decision Making Pt. 2	Segmentation and Targeting Pt. 2	Strategic Business Interactions: Cross-Functional Team Exercise	Takeaway Exercise Certificates and Closing
5:30-7:00	Networking Reception	Adjourn	Adjourn	Networking Reception	

*Please note that the sample schedule is subject to change

Product Management – Program Topics

The Product Management program curriculum covers the following topics:

Topic 1 | Innovation Capabilities
- Introducing the Berkeley Haas Innovation Model
- Assess and understand your business's innovation capabilities
- Plan improvements to your innovation capabilities

Topic 2 | Peer Coach Program
- Meet, teach, and learn from your classmates
- Create meaningful insights into your business and action plans to implement when you return to work
- Create ongoing mutual coaching relationships

Topic 3 | Evaluating Your Business Model
- Learn to use the product management canvas to understand the context for your product and the dynamics of your business over time.
- Clarify your product management canvas with a particular focus on your value proposition and customer segment definitions relative to your competitors
- Learn to resist feature lists and embrace value creation for customers

Topic 4 | Innovating Business Models
- Innovating Business Models
- Use the product management canvas
- Tools for generating alternative business models
- Analyze the impact of trends on your business model

Topic 5 | Customer-Focused Design
- Develop a deeper understanding of customer and user needs through ethnography
- Generate and present customer insights for your product team
- Use insights to create better customer experiences

Topic 6 | Data-Based Decision Making
- Perform or commission research that drives meaningful business decisions
- Appropriate research methods for various questions at hand
- Key performance indicators and effective metrics

Topic 7 | Pricing Strategies
- How price communicates value to the customer
- Develop a comprehensive and responsive pricing strategy
- Estimate customers willingness to pay
- Analyze the role of costs, customer price sensitivity, and competition on pricing

Product Management – Program Topics

The Product Management program curriculum covers the following topics:

Topic 8 | Segmentation and Targeting
- Segmentation techniques and their fundamental differences
- Experiment with new customer segmentation schemes
- Evaluate market segments to ensure they are measurable, accessible, differentiable, substantial, and actionable
- Assess the effects of alternative segmentation schemes on your business model canvas

Topic 9 | Engaging Your Product Team
- Use the Team Dynamics Assessment to discover how your team can work better together
- Approaches to better manage your product team
- Cultivate psychological safety (highly correlated to effectiveness when the work has a high uncertainty and interdependence)

Topic 10 | Negotiation and Influence
- Techniques for collaborative and competitive negotiations
- Tools to enhance your influence
- Neutralize negotiation gambits and getting the process quickly back on track
- Assess, document, and improve your team's decision-making process

Topic 11 | The Product Life Cycle
- The art of self-disruption: preserve your business by embracing disruptive products (that aren't yours)
- Product adoption curves: identify where your product falls on the curve and what that means for future product decisions

Topic 12 | Product Portfolio Planning & Roadmapping
- Product lifecycle management and balancing the needs of new markets against that of serving your existing customers
- The latest research on product roadmaps and adding customer experience design as a grounding element for building roadmaps
- Portfolio Management Challenges

Topic 13 | Storytelling for Innovation
- Uncover and create a compelling customer story
- Storytelling techniques that generate excitement and buy-in
- Evaluating and telling your story