<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:00</td>
<td>Breakfast</td>
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<tr>
<td>9:00-10:30</td>
<td>What do Product Managers Do?</td>
<td>Customer Focused Design</td>
<td>Breakthrough Results with Pricing</td>
<td>Product Portfolio Planning and Roadmapping</td>
<td>Engaging Your Product Team</td>
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<tr>
<td>10:30-10:45</td>
<td>Break</td>
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<tr>
<td>10:45-12:30</td>
<td>Innovation Capabilities</td>
<td>Customer Focused Design Pt. 2</td>
<td>Breakthrough Results with Pricing Pt. 2</td>
<td>Product Portfolio Planning and Roadmapping Pt.2</td>
<td>Engaging Your Product Team Pt.2</td>
</tr>
<tr>
<td>12:30-1:30</td>
<td>Lunch with Peer Coaches</td>
<td>Lunch</td>
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<tr>
<td>1:30-3:15</td>
<td>Evaluating Your Business Model, Competition, and Trends</td>
<td>Data Based Decision Making</td>
<td>Segmentation and Targeting</td>
<td>Negotiation and Influence</td>
<td>Storytelling for Innovation</td>
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<tr>
<td>3:15-3:30</td>
<td>Break</td>
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<tr>
<td>3:30-5:30</td>
<td>Innovating Business Models</td>
<td>Data Based Decision Making Pt. 2</td>
<td>Segmentation and Targeting Pt. 2</td>
<td>Strategic Business Interactions: Cross-Functional Team Exercise</td>
<td>Takeaway Exercise Certificates and Closing</td>
</tr>
<tr>
<td>5:30-7:00</td>
<td>Networking Reception</td>
<td>Adjourn</td>
<td>Adjourn</td>
<td>Networking Reception</td>
<td><a href="http://www.executive.berkeley.edu">www.executive.berkeley.edu</a></td>
</tr>
</tbody>
</table>

*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

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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

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