

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	Engaging Your Product Team	Product Life Cycle
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	Engaging Your Product Team Pt. 2	Product Portfolio Planning and Roadmapping
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	