MERCURY

Leading Product Management

11 – 15 January 2027
Cape Town (South Africa)



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Ref: 15962_1067547 **Date:** 11 – 15 January 2027 **Location:** Cape Town (South Africa) **Fees:** 5300 Euro

Introduction to Leading Product Management:

This Advanced Leading Product Management training program is meticulously crafted to empower senior product managers and ambitious product leaders with the essential skills and knowledge needed to excel in product management leadership roles. Through a blend of theoretical insights and hands-on applications, participants will gain comprehensive expertise in leading product management teams, aligning product strategy with overarching business objectives, and driving product innovation.

Leading Product Management is essential for driving product success in today's competitive market. This course is designed for leading product managers who want to enhance their product management skills and master product management strategies. Participants will explore what product management is, learn to define product management and apply product management frameworks to real-world scenarios. Attendees will gain expertise in product management tools, methodologies, and leadership.

The Leading Product Management training course covers key product management roles and responsibilities, the product management process, and best practices for leading product innovation. Participants will examine product management case studies and explore marketing, solutions, and strategies for driving business success. They will learn valuable insights into product management principles and effective leadership.

Target Audience for Product Management Leadership:

This Leading Product Management course is designed for:

- Senior Product Managers.
- Aspiring Product Leaders.
- Heads of Product.
- Innovation Managers.
- Entrepreneurs and Business Owners.

Course Objectives in Product Management:

By the end of this Leading Product Management course, participants will be equipped to:

- Develop and implement effective product management strategies.
- Define and lead product management roles and responsibilities to inspire high-performing teams.
- Drive cross-functional collaboration to achieve product management success.
- Utilize product management tools for data-driven decision-making.
- Foster a culture of product management innovation and continuous improvement.

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Targeted Competencies in Product Management:

At the end of this Leading Product Management training, the participant's competencies will:

- Strategic Product Management Thinking.
- Leadership and Product Management Team Management.
- Cross-functional Collaboration in Product Management.
- Customer-Centric Product Management Innovation.
- Data-Driven Product Management Decision Making.

Product Management Marketing, Frameworks, and Processes:

Integrating product management marketing principles allows leaders to effectively position products in the marketplace, ensuring sustainable growth and market competitiveness through targeted strategies and marketing insights. Understanding and utilizing product management frameworks is vital for structuring strategic approaches to product development and delivery. Frameworks offer a systematic process for innovation and strategy alignment.

Efficient product management processes underpin successful product lifecycle management. Emphasizing process optimization results in streamlined operations, enabling rapid adaptation to market and customer feedback. This Leading Product Management course, adhering to these principles and approaches, offers robust preparation for those aiming to lead and innovate in the dynamic field of product management.

Course Content:

Unit 1: Strategic Product Leadership:

- Vision and Mission Alignment.
- Crafting product vision and mission that align with overall business goals.
- Strategic Roadmapping.
- Developing and managing a strategic product roadmap.
- Market and Competitive Analysis.
- Conducting in-depth market and competitive analysis to inform strategy.
- Balancing Short-term and Long-term Goals.
- Managing trade-offs between immediate results and long-term vision.

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Unit 2: Leading High-Performing Product Teams:

- Building Effective Teams: Recruitment, development, and retention of top talent.
- Leadership Styles and Practices.
- Adapting leadership styles to motivate and inspire teams.
- Team Dynamics and Collaboration.
- Fostering collaboration and resolving conflicts within product teams.
- Performance Management.
- Setting clear goals, providing feedback, and driving accountability.

Unit 3: Cross-functional Collaboration and Stakeholder Management:

- Internal Collaboration.
- Working effectively with engineering, marketing, sales, and support teams.
- Stakeholder Engagement.
- Building strong relationships with key stakeholders.
- Communication Strategies.
- Crafting and delivering clear, persuasive messages.
- Navigating Organizational Dynamics.
- Managing challenges and navigating complex organizational structures.

Unit 4: Data-Driven Decision-Making in Product Management:

- Data Analytics and Metrics.
- Identifying key performance indicators and leveraging analytics tools.
- Customer Insights and Feedback.
- Collecting and utilizing customer feedback for product improvement.
- Hypothesis Testing and Experimentation.
- Implementing A/B testing and other experimentation techniques.
- Decision-Making Frameworks.
- Applying structured frameworks for informed decision-making.

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Unit 5: Driving Innovation and Continuous Improvement:

- Innovation Frameworks.
- Exploring methodologies like Design Thinking and Lean Startup.
- Cultivating a Culture of Innovation.
- Encouraging creativity and experimentation within the team.
- Continuous Improvement Processes.
- Implementing agile and iterative development practices.
- Scaling Product Innovation.
- Expanding successful innovations across the organization.