STRATEGIC SOFTWARE PRODUCT MANAGEMENT
BUILDING THE FOUNDATION

Join us for this 3-day course in Oklahoma City, June 26th-28th!

Product Management has emerged as a critical role in software development organizations of all sizes around the world, driving corporate strategy at the product level. Product managers are responsible for setting product strategy and executing related plans, coordinating the efforts of other disciplines like development, sales and marketing to ensure success in the market.

This **3-day course**, taught by global industry veteran, Greg Prickril, will:

- Give you the theory and **practical, real-world insights** you need to operate as a highly effective product manager
- Challenge you with **creative exercises** that allow you to immediately apply what you learn
- Prepare you for **certification** as an International Software Product Management Association (ISPMA) Certified Product Manager (ISO/IEC 17024 Compliant)
- Expose you to participants from other professional backgrounds who will share their knowledge and experiences **and grow your professional network**

Whether you're new to product management or have years of experience, this course will give you the end-to-end perspective and practical industry insight you need to build and ship innovative software products and drive business success. Greg enhances key concepts and theory with insights and stories from 15 years of shipping software products in the United States and Europe at some of the biggest software companies in the world.

In a **15-year career** shipping software **at 3 of the 4 largest software companies in the world**, Greg Prickril, a strategic product management **consultant, coach and trainer**, is uniquely qualified to share real world insight into high performance product management. He is a member of the ISPMA Extended Board, curator of www.SPMResources.com and regularly writes about strategic product management topics on his SPM Intersections blog. Find more information at www.prickril.com.

Microsoft   SAP   IBM

THE COURSE

This **3-day course** costs **$2,600** (excluding applicable taxes). The optional ISPMA certification exam costs $250 (excluding applicable taxes). *Anyone* who is interested in software product management and strategy is invited to take the course.

Course Agenda

DAY 1
Foundation

- Introduction to Core Concepts
- Product Management Essentials
- The Software Product Management Framework
- Product Strategy

DAY 2
Core Activities

- Effective Requirements Management
- Roadmapping and Release Planning
- Product Life Cycle Management
- Agile and Other Development Methodologies

Day 3
Strategic Management

- Strategic Management Overview
- Managing Business Performance
- Collaborating with Other Disciplines
- *Optional ISPMA Certification Exam*

Who should attend?

- **New and experienced product managers** interested in getting a broader perspective on the role and becoming certified product managers

- **Entrepreneurs** interested in understanding new product development, software product strategy and aligning engineering, sales and marketing efforts

- **Scrum product owners** interested in a broader perspective on managing software products from a strategic perspective

- **Software engineering professionals** like developers, architects and development leadership interested in understanding the business side of product development

- **Other professionals** working with software product managers who would like to better understand the role and the business of software product development

This course extends the International Software Product Management Association's Foundation Level Product Management Syllabus, ensuring a comprehensive, vendor-neutral approach to the product management discipline and preparing students for certification as an ISPMA Certified Product Manager by an independent certification authority.