

PREPARATION PRODUCT MANAGER



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TRAINING CENTER



Introduction

Product managers sit at the centre of customer need, business viability, and technical delivery, and the role demands a wide set of skills. The Preparation Product Manager Course builds those skills from the ground up. Participants learn how to research markets and customers, define product requirements, prioritise a roadmap, work with engineering and design, and measure whether a product actually succeeds. Furthermore, the course covers product metrics, pricing, and go-to-market planning. In addition, it develops communication and stakeholder management. As a result, delegates leave ready to own a product with structure and confidence rather than guesswork.

Preparation Product Manager Course Objectives

- Apply product management fundamentals across discovery, definition, delivery, and growth stages.
- Conduct customer research using interviews, surveys, and Jobs-to-be-Done (JTBD) analysis.
- Define requirements using user stories, acceptance criteria, and product requirement documents (PRDs).
- Apply prioritisation frameworks including RICE, MoSCoW, and Kano analysis.
- Build and maintain product roadmaps aligned with business strategy.
- Work effectively with engineering, design, and data teams using agile methods.
- Define and track product metrics with the AARRR funnel and North Star metric.
- Apply the minimum viable product (MVP) approach and experimentation practices.
- Develop pricing, packaging, and go-to-market plans.
- Communicate product decisions clearly to executives and stakeholders.

Course Methodology



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- Interactive workshops led by practising product managers.
- Case studies of successful and failed product decisions.
- Hands-on exercises building user stories, PRDs, and roadmaps.
- Prioritisation workshops using RICE and Kano analysis.
- Group work on metrics definition and experiment design.
- Role-play of stakeholder and executive product reviews.
- Capstone project: presenting a product strategy and roadmap.

Who Should Take This Course

- Aspiring and newly appointed product managers.
- Product owners and business analysts.
- Engineers and designers moving into product roles.
- Marketing and commercial managers overseeing products.
- Startup founders managing product development.
- Programme and delivery managers supporting product teams.

Preparation Product Manager Course Outlines

Day 1: Product Management Foundations

- Role of the product manager and the product lifecycle.
- Product versus project management responsibilities.
- Product vision, strategy, and positioning basics.
- Business model and value proposition design.
- Working with stakeholders across functions.
- Common product management failure patterns.



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- Exercise: defining a product vision statement.

Day 2: Customer Discovery and Requirements

- Customer research methods: interviews, surveys, and observation.
- Jobs-to-be-Done (JTBD) and problem framing.
- Personas, journey mapping, and pain point analysis.
- Writing user stories and acceptance criteria.
- Product requirement documents (PRDs) and specifications.
- Validating assumptions before building.
- Workshop: writing a user story set with acceptance criteria.

Day 3: Prioritisation, Roadmaps, and Agile Delivery

- Prioritisation with RICE, MoSCoW, and value-effort scoring.
- Kano analysis for feature satisfaction.
- Building and communicating product roadmaps.
- Agile delivery: backlogs, sprints, and release planning.
- Working with engineering, design, and QA teams.
- Managing scope changes and technical constraints.
- Exercise: building a prioritised roadmap.

Day 4: Product Metrics and Experimentation

- Defining the North Star metric.
- The AARRR funnel: acquisition, activation, retention, revenue, referral.
- Cohort analysis and retention measurement.
- MVP design and hypothesis-driven development.



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- A/B testing and experiment design basics.
- Product analytics tools and data interpretation.
- Workshop: designing a product experiment.

Day 5: Pricing, Go-to-Market, and Product Leadership

- Pricing models and packaging strategy.
- Positioning, messaging, and launch planning.
- Sales enablement and channel considerations.
- Stakeholder communication and executive reviews.
- Influencing without authority in product teams.
- Building a personal product management development plan.
- Capstone project: presenting a product strategy and roadmap.

Conclusion

By successfully completing Preparation Product Manager, participants will have acquired practical knowledge of customer discovery, requirements definition, prioritisation, roadmap planning, product metrics, and go-to-market strategy. They will understand how to validate assumptions before building and how to measure whether a product delivers value. In addition, they will gain confidence in leading cross-functional product decisions. Gentex Training Center builds this programme around applied product practice, so delegates return ready to own a product from idea to measurable outcome.

FAQs





Q1 What is the "Preparation Product Manager" course about?

It prepares participants to manage a product end to end, from customer discovery and requirements to roadmap, delivery, metrics, and launch. The course covers prioritisation frameworks, agile collaboration, and go-to-market planning. It focuses on decisions grounded in evidence rather than opinion.

Q2 What are the key benefits of the "Preparation Product Manager" course?

It builds the full skill set the role demands, improving product decisions and cross-functional credibility. Participants gain research, prioritisation, metrics, and launch skills, plus a structured way to validate ideas. Organisations benefit from products that meet real customer needs and waste less development effort.

Q3 What skills will I gain from the "Preparation Product Manager" course?

Participants gain customer discovery and requirements definition, product prioritisation and roadmap planning, product metrics and experimentation, and go-to-market and stakeholder communication.



Q4 What tools, methods, or standards are covered in the "Preparation Product Manager" course?

The course covers Jobs-to-be-Done (JTBD) analysis, personas and journey mapping, user stories and acceptance criteria, product requirement documents (PRDs), RICE, MoSCoW, and Kano analysis, value-effort scoring, product roadmaps, agile backlog and sprint planning, the AARRR funnel and North Star metric, cohort analysis, MVP and hypothesis-driven development, A/B testing, and pricing and packaging models.

Q5 How is the "Preparation Product Manager" course applied in real-world practice?

Participants apply it by interviewing customers, writing user stories and PRDs, and prioritising features using RICE or Kano scoring. They also maintain roadmaps, run A/B tests, track the AARRR funnel, and prepare launch and pricing plans, presenting product decisions clearly to executives.