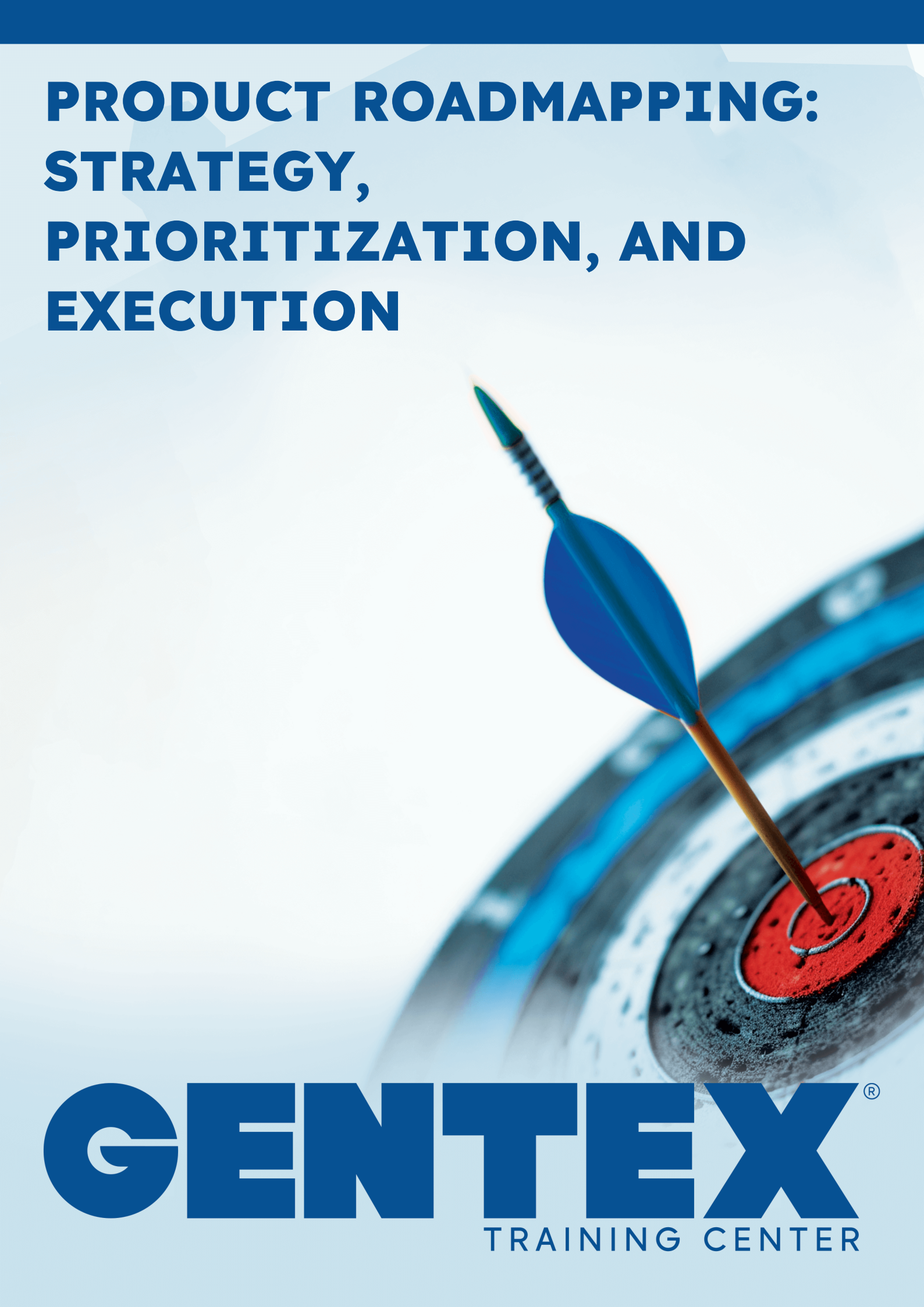
PRODUCT ROADMAPPING: STRATEGY, PRIORITIZATION, AND EXECUTION



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Product Roadmapping: Strategy, Prioritization, and Execution examines how product teams decide what to build next and in what order, then keep that sequence honest as evidence arrives. This Training Course covers product strategy, prioritisation frameworks, and roadmap communication. Participants study the Kano model, RICE and WSJF scoring, MoSCoW, Opportunity Solution Trees, theme-based roadmaps, and now-next-later planning. Furthermore, the programme connects strategy to delivery through prioritisation labs, roadmap workshops, and stakeholder alignment simulations. As a result, delegates leave able to build a roadmap that reflects strategy, survives challenge, and guides real delivery.

Product Roadmapping: Strategy, Prioritization, and Execution Course Objectives

- Define product roadmapping and distinguish it from project planning.
- Link product strategy to customer and business outcomes.
- Apply the Kano model to classify feature expectations.
- Use RICE, WSJF, and MoSCoW to prioritise work.
- Build opportunity solution trees and outcome-based roadmaps.
- Design now-next-later and theme-based roadmap formats.
- Balance new features, technical debt, and maintenance work.
- Manage stakeholder expectations and roadmap negotiation.
- Track delivery against roadmap commitments.
- Review and re-plan the roadmap with evidence.

Course Methodology

- Interactive workshops using real product and roadmap files.

- Product strategy and outcome definition labs.
- Prioritisation scoring and calibration exercises.
- Roadmap format design and communication workshops.
- Stakeholder alignment and negotiation simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Product managers and product owners.
- Product marketing and category managers.
- Engineering and delivery leads.
- Business analysts and product analysts.
- Programme and portfolio managers.
- UX and research leads.
- Consultants advising on product strategy.

Product Roadmapping: Strategy, Prioritization, and Execution Course Outlines

Day 1: Product Strategy and Roadmapping Foundations

- Defining product roadmapping and its purpose.
- Roadmaps versus project plans and release plans.
- Product vision, strategy, and objectives.
- Customer outcomes versus output delivery.

- Product lifecycle and portfolio positioning.
- Governance of roadmap decisions and ownership.
- Building the roadmapping framework and principles.

Day 2: Customer Insight and Opportunity Framing

- Customer research and jobs-to-be-done thinking.
- Opportunity Solution Trees and problem framing.
- The Kano model: basic, performance, and delight features.
- Segmentation and persona-driven prioritisation.
- Market, competitive, and technology inputs.
- Value proposition and differentiation review.
- Documenting opportunities and assumptions.

Day 3: Prioritisation Methods and Decision Discipline

- RICE scoring: reach, impact, confidence, effort.
- WSJF and cost of delay thinking.
- MoSCoW and must-should-could-won't discipline.
- Weighted scoring matrices and criteria design.
- Balancing features, debt, and compliance work.
- Capacity, dependency, and constraint review.
- Prioritisation calibration and decision records.

Day 4: Roadmap Design and Communication

- Roadmap formats: timeline, theme, outcome, and now-next-later.
- Theme-based roadmaps that stay stable as scope shifts.

- Horizon planning and confidence levels.
- Visualising dependencies and sequencing.
- Stakeholder-specific roadmap views.
- Communicating uncertainty without losing confidence.
- Roadmap review and change governance.

Day 5: Execution, Tracking, and Re-planning

- Translating roadmap items into deliverables.
- Milestones, releases, and incremental delivery.
- Roadmap tracking and progress reporting.
- Managing scope change and trade-offs.
- Outcome measurement and product analytics basics.
- Roadmap review cadence and re-planning triggers.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Product Roadmapping: Strategy, Prioritization, and Execution, participants will have acquired a practical command of product strategy framing, prioritisation methods, roadmap design, and re-planning discipline. They will know how to link roadmap items to outcomes, prioritise with defensible scoring rather than opinion, and communicate a roadmap that survives stakeholder pressure. In addition, the course prepares delegates to track delivery and adjust plans as evidence arrives. As a result, they return to work ready to build product roadmaps that guide real delivery. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

FAQs for the Product Roadmapping: Strategy, Prioritization, and Execution course

Q1 What is the "Product Roadmapping: Strategy, Prioritization, and Execution" course about?

It is a five-day programme that explains how product roadmaps are built, prioritised, and delivered. It covers product strategy framing, customer insight and opportunity mapping, Kano, RICE, WSJF and MoSCoW prioritisation, roadmap formats and communication, delivery tracking, and re-planning.

Q2 What are the key benefits of the "Product Roadmapping: Strategy, Prioritization, and Execution" course?

Participants gain the ability to link roadmap items to customer and business outcomes, prioritise with scoring methods rather than opinion, and communicate a roadmap that holds up under stakeholder pressure. They also learn to track delivery honestly and to re-plan when evidence changes.

Q3 What skills will I gain from the "Product Roadmapping: Strategy, Prioritization, and Execution" course?

Product strategy and outcome framing with opportunity solution trees, prioritisation with Kano, RICE, WSJF, and MoSCoW methods, roadmap design with theme-based and now-next-later formats, and execution tracking with outcome measurement and re-planning.

GENTEX® TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Product Roadmapping: Strategy, Prioritization, and Execution" course?

The course covers product roadmapping versus project and release planning, product vision, strategy and objective setting, customer outcome versus output framing, product lifecycle and portfolio positioning analysis, roadmap governance and ownership design, customer research and jobs-to-be-done thinking, Opportunity Solution Trees, the Kano model across basic, performance and delight features, segmentation and persona-driven prioritisation, market, competitive and technology input analysis, value proposition and differentiation review, opportunity and assumption documentation, RICE scoring across reach, impact, confidence and effort, WSJF and cost-of-delay thinking, MoSCoW prioritisation discipline, weighted scoring matrices and criteria design, balancing feature, technical debt and compliance work, capacity, dependency and constraint review, prioritisation calibration and decision record practice, roadmap formats including timeline, theme, outcome and now-next-later, theme-based roadmap design, horizon planning and confidence level setting, dependency visualisation and sequencing, stakeholder-specific roadmap views, uncertainty communication practice, roadmap review and change governance, roadmap-to-deliverable translation, milestone, release and incremental delivery planning, roadmap tracking and progress reporting, scope change and trade-off management, outcome measurement and product analytics basics, and roadmap review cadence and re-planning trigger design.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q5 How is the "Product Roadmapping: Strategy, Prioritization, and Execution" course applied in real-world practice?

Delegates apply it through product strategies, opportunity solution trees, Kano analyses, RICE and WSJF scorecards, MoSCoW lists, weighted scoring models, roadmap documents, theme maps, now-next-later plans, release plans, dependency maps, progress reports, outcome dashboards, decision records, and roadmap review papers. They also use it to brief executive sponsors and to run quarterly roadmap reviews.