

ADVANCED PRODUCT MANAGEMENT ACCELERATING YOUR CAREER AS A PRODUCT LEADER

PROGRAM FEES : \$1299

What makes a product manager successful in his or her role?

It starts with having a clear understanding of the Productizing Process, the ability to lead a cross functional team with influence, and create a strategy that drives business growth. This interactive and hands-on workshop is specifically designed to enable product management professionals to become successful and strategic leaders. You will also be able to understand the P&L & financial metrics of the products, improve interlock with key stakeholders, and build strong personal influence and product leadership skills needed to accelerate career growth.

PROGRAM OUTCOMES

- Demonstrate successful leadership of cross functional teams
- Understand what it means to succeed in a product management role
- Drive actionable results through all phases of the product lifecycle
- Become strategic product leaders driving business growth

WORKSHOP MODULES

- Productizing Process
- Market and Business Analysis
- Strategic Planning
- Product Planning
- Go to Market & Sales Enablement
- Personal Leadership & Communication Style

The workshop is designed for long term application, & participants have the ability to reach out & obtain specific guidance from instructors even after the workshop is over at no additional charge.



INSTRUCTOR & MENTOR : Rahul Abhyankar

Rahul is a Silicon Valley product executive with 25 years of leadership experience, across a variety of products & technologies in startup and large companies. He has led the development and launch of enterprise and consumer software, hardware, web-based applications & cloud services. Most recently Rahul was VP of Product Management at McAfee, Inc. He is frequently invited as guest speaker in MBA programs and shares his experiences in marketing and commercializing innovation. Rahul is also a Certified Lean Startup Educator and mentors startup teams.