

# STRATEGIC SOFTWARE PRODUCT MANAGEMENT BUILDING THE FOUNDATION



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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](http://www.SPMResources.com) and regularly writes about strategic product management topics on his [SPM Intersections](http://www.prickril.com) blog. Find more information at [www.prickril.com](http://www.prickril.com).

# THE COURSE

This 3-day course is given in English and costs €2,600\* per student. The optional ISPMA certification exam is €250\*. *Anyone* who is interested in software product management is invited to take the course.

\*Excluding applicable taxes



## 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 product managers** interested in getting a broader perspective on the role and becoming certified product managers
- **Experienced product managers** interested in reinforcing and expanding their knowledge with a comprehensive, industry-standard framework
- **Scrum product owners** interested in a broader perspective on managing software products from a strategic perspective
- **Engineering professionals** like developers, architects and development leadership interested in understanding the business side of product development
- **Software professionals** working with 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 (ISPMA) 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.