STRATEGIC SOFTWARE PRODUCT MANAGEMENT:
BUILDING THE FOUNDATION

PRICKRIL CONSULTING

Learn from a global expert who has shipped products at **IBM, Microsoft and SAP**

Get **templates with examples** to help you immediately apply what you learn

Access course **lectures online** for future reference

Grow your network and learn how other organizations do product management

Become **internationally certified** by ISPMA

INTERNATIONAL SOFTWARE PRODUCT MANAGEMENT ASSOCIATION
ISPMA

In a **20-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. Greg now works with global enterprise companies to increase the strategic impact of their product management function. Find more information on this course and online courses at www.prickril.com.

Microsoft   SAP   IBM

THE COURSE

This **3-day course** is given in **English** and costs **€2,200*** 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

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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.