



**THE
AGILE
COMPANY**



AGILE PRODUCT MANAGEMENT



ELEVATE YOUR AGILE PRODUCT MANAGEMENT
SKILLS AND STAY AHEAD OF THE CURVE

Includes the ICAgile Certified Practitioner for
Agile Product Management certification



**THE
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COMPANY**

FROM VISION TO MARKET THROUGH FOCUSED STRATEGY

THE MOST MODERN AND
UP TO DATE VISION FOR
PRODUCT MANAGEMENT

The Agile Company's Agile Product Management course is a contemporary and dynamic program that provides an in-depth understanding of Agile product management, with a particular focus on the latest technologies and products that are influencing society today such as AI, Agile mindset, and modern Agile practices. It is an excellent choice for those seeking to advance their skills and knowledge in this rapidly evolving professional field.



A STEP BY STEP SENSE
MAKING APPROACH TO
POSITION YOUR PRODUCT IN
TODAY'S COMPLEX AND HIGH
DEMANDING MARKET

Dive into the latest industry trends and technologies through real-world case studies, exploring the products and the product management techniques that are shaping our society today. Gain practical product management skills and insights while delving into the societal impact of Agile product management. Taught by highly experienced product managers and instructors, this course offers a unique opportunity to network with like-minded professionals, fostering connections that extend beyond the classroom.



COURSE OBJECTIVES

A STEP BY STEP AND IN-DEPTH SKILL BUILDING JOURNEY TO MODERN PRODUCT MANAGEMENT

Apply **modern and revised Agile** product management tools to your own work in the product space.

Moving from assumptions driven to **hypothesis driven product development** to awareness of product market fit.

Create a meaningful **product vision** that easily translates into **product strategy** and subsequent **actionable steps** while learning the power of **NO**.

Increased understanding and alignment of customers' needs, stakeholders' **requirements**, and **organizational capabilities**, translated to "jobs to be done" as a basis for value delivery.

THE MOST COMPLETE AND HANDS-ON AGILE PRODUCT MANAGEMENT COURSE YOU WILL FIND!

PROFESSIONAL PRODUCT MANAGEMENT COURSE LEVERAGING AN AGILE APPROACH TO MODERN PRODUCT MANAGEMENT

Apply **value-based filtering tools** to ensure the delivery teams and stakeholders have a shared understanding of the outcomes the product, its innovation, and its evolution delivers throughout its lifecycle for customers, users, stakeholders, and the organization.

Broaden your view of the product in the larger context of the organizational ecosystem, business strategy and vision.

Being able to explain the **added value and power of Agility** in product Management through practical and currently influential case -studies

Learn how to **avoid** the **pitfalls** of your product management bias and how to avoid the ever-present **threat** of the **commoditization trap**.

Being able to **view the product** the company creates or innovates as an evolving innovation that needs careful crafting and shifting focus along its lifecycle.





COURSE PROGRAM

STANDARD THEMES FOR THE 2-DAY CURRICULUM LEADING TO ICP-PDM CERTIFICATION

WHAT IS A PRODUCT?

The Product is Never Just the Product
Types of Products
Projects are not Products

PRODUCT LIFECYCLE

The Product Lifecycle
The Technology Adoption Curve

EARLY UNDERSTANDING

Understanding the Market
Business Drivers
Using Research to Identify Product Ideas and Solutions
The Ugly Reality

PRODUCT STRATEGY

The Organization Ecosystem
Crafting a Compelling Vision
Metrics that Matter for Products
Know Your Product
Understanding Customers

PLANNING

Idea Management at the Product Level
Outcome-Oriented Roadmaps

DEFINING A RELEVANT PRODUCT

Design Approach
Designing Hypothesis Tests and Experiments
Iterating on Feedback from the Market

WORKING WITH PRODUCT TEAMS

Cross-functional Teams
Teams Across the Product Lifecycle
Slicing the Product

EXTRA THEMES AS PART OF THE FULL AGILE PRODUCT MANAGEMENT COURSE

PRODUCT STRATEGY & PRICING

Complete Product Lifecycle Process
Choosing the right approach for your product and Business objectives
Product Innovation Lifecycle
The Use of AI in Product Management (includes the use of AI for the main frameworks)

LEADING PRODUCT

The Use of AI in Product Management
Breaking Silos
Stakeholder management & engagement
Coaching the Product System
Market Sizing



KEY FEATURES FOR OUR AGILE PRODUCT MANAGEMENT COURSE

MODERN APPROACH

The course is designed to reflect the current industry landscape, latest technology and the latest Agile methodologies and practices. It is geared towards individuals who want to remain at the forefront of their field.

CASE STUDIES

The inclusion of new technologies as case studies allows participants to understand the practical application of Agile product management principles in real-world scenarios. These case studies likely involve cutting-edge products and technologies that are shaping society today, providing valuable insights and examples.



SOCIETAL IMPACT

The course's emphasis on products that are shaping society today underlines its commitment to exploring the social and ethical dimensions of product management. This makes it relevant not only for professional development but also for understanding the broader implications of technology on society.

PRACTICAL SKILLS

Participants can expect to gain hands-on experience in Agile product management, enabling them to immediately apply what they've learned to their work. The course is likely to include interactive exercises, group projects, and simulations to enhance practical skills.

EXPERT INSTRUCTORS

To deliver the most up-to-date content, the course is taught by experienced instructors who have a deep understanding of Agile product management and its latest developments.

NETWORKING OPPORTUNITIES

Participants may have the chance to connect with like-minded professionals and experts in the field, fostering a valuable network for future collaboration and knowledge sharing.

INTERACTIVE & EXPERIENTIAL

The course cadence will allow for reflection, discussion and practice. The course by The Agile Company are always experiential, filled with discovery and learning by doing practices. You'll get to work the minute you join the classroom!

PRODUCT COACHING

This course is part of our Product Coaching Track that incorporates the Product Ownership course and an intensive Professional Coaching course for Product people.

It can also be combined with our Agile Marketing course.



GOOD TO KNOW

INCLUDED IN THE COURSE FEE

- At least 14 hours of live online or in-person training
- The ICP-PDM Certificate by ICAgile
- The Professional Agile Product Management certificate by The Agile Company
- Notebooks, reference materials, and lifelong membership in our Agile Community space.

DURATION

This class can be taught in the enterprise or as public training. This class covers 14 hours of ICAgile Learning objectives and 7 hours of optional, extra learning.

NUMBER OF SEATS

To ensure **high quality training** for our students, we decided to limit our program to 15 seats per cohort.

FOR WHO ?

Product Owners, Product Managers, Product Marketers, Leaders, Coaches, Product People in general, and anyone who desires to venture into the world of product management or Product Coaching is welcome to learn this exciting and effective way of managing products!



PREREQUISITES

This program doesn't have any prerequisites, meaning we **welcome** anyone, but we do advise you to come with your **own experience** as Product Enthusiast. We will directly start **applying the skills and frameworks** in this intense training course.



CERTIFICATIONS

At the end of this class you will receive the ICP-PDM by ICAgile and the "Professional Agile Product Management" certificate by The Agile Company.



YOUR TRAINERS

NORBERT STEINHAUSER

Norbert is a professional **Product Coach**, a solution-oriented strategist, and a passionate trainer. Engaging and exemplary in his dedicated approach and personal commitment, Norbert will help his clients and students understand the real learning behind any tool or framework. Always with a lot of empathy for people in mind and a strong drive for results, Norbert's no-nonsense and passionate approach to Product Management will leave you with renewed passion for your craft.



NATASCHA SPEETS

Agile Change & Transformation Coach

Natascha trains the coaches at The Agile Company to be the driving force behind the Transformation initiatives we support. **Truly passionate** about Agile with a deep knowledge of modern training techniques, she adapts her coaching stance to individual needs, with competency, enthusiasm and authentic interest.



[More about Natascha](#)





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BECOME A CERTIFIED AGILE PRODUCT MANAGEMENT COACH

<https://theagilecompany.org/training-agile-product-management-certification>



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A STEP BY STEP AND IN DEPTH SKILL BUILDING
JOURNEY TO MODERN PRODUCT MANAGEMENT

FOR ANY QUESTIONS ABOUT YOUR TRAINING

CONTACT REMCO VERWOERD FOR YOUR CUSTOM QUOTE



EMAIL

contact@theagilecompany.org



WEBSITE

www.theagilecompany.org



LINKEDIN

www.linkedin.com/company/the-agile-company