Product Way of Thinking Training

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Duration: **1 Day**

This one-day course offers a foundational overview of Product Management, focusing on how product thinking can enhance delivery and decision-making.

The session explores key roles, and how these roles contribute to delivering value, prioritising work, and aligning with business outcomes. Participants will gain insight into the cultural and mindset shift needed to transition from traditional project-based approaches to a more product-centric way of working.

This course is designed to build familiarity with the core concepts and terminology of Product Management.

Prerequisites

No prior experience in Product Management is required.

Target Audience

This course is designed for professionals who want to develop an understanding of Product Management including:

- Project and Programme Managers
- Service Delivery and Operations Teams
- Infrastructure and Information Security Professionals
- Business Leaders and Stakeholders involved in strategic planning

What You Will Learn

By the end of this workshop, participants will be able to:

- Understand the fundamentals of Product Management and how it differs from traditional project-based approaches.
- Recognise key roles in Product Management.
- Explore how product thinking can drive better decision-making and business outcomes.
- Learn prioritisation techniques to focus on delivering value effectively.
- Gain insights into the cultural and mindset shift needed to transition from project-led to product-led ways of working.