ICAgile Product Management (ICP-PDM) Training

Duration: **3 Day**

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Overview

Do you want to bring products to market that customers love in a way that is more expedient and more efficient?

This is the role of the Product Manager. This course introduces you to various tools and techniques to ideate and run experiments. Learners will learn how to oversee the product lifecycle and create and advance the product strategy – carefully balancing concerns between market conditions, business strategy, and tactical delivery. In doing so they'll learn how to embrace the needs of all three to add value to their organisation, their stakeholders, and most importantly, their customer.

This three-day course provides experienced and aspiring product managers, product owners and product analysts with the opportunity to explore new theories, tools and techniques.

In this engaging ICA Product Management Course (ICP-PDM) led by expert agile trainers, you will learn how to discover, position, and deliver winning products in a competitive market scenario.

Upon completion of this course, you'll earn the ICA Certified Professional in Agile Product Management (ICP-PDM) certificate.

Certification

Certification is gained through attendance and full participation throughout the event.

The trainer will ask for an email address to be passed to ICA so that an electronic questionnaire about the event can be provided. Filling in this questionnaire is a prerequisite to receiving your accreditation.

Prerequisites

- Learners are required to have a grasp of fundamental Agile concepts
- Existing knowledge or experience of working in or leading agile teams would be beneficial but not essential.
- For virtual delivery, learners will require the use of WebEx and the ability to access boards on Miro.com
- This course offers a suitable progression route from ICA Fundamentals and ICA Product Owner .

Target Audience

This course is valuable to existing and aspiring product managers.

Other Relevant roles include: Product Managers, Business Analysts, Product Owners, Project Managers, Business Subject Matter Experts, Business Sponsors, or anyone aspiring to these roles.

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Also, anyone with a curiosity about Agile product approaches to value-driven delivery in both tech and non-tech environments will benefit from this certification.

What You Will Learn

This course will help you to become a better product manager, equipping you with the right tools and skills that help you and others to succeed.

By the end of this course, you will be able to:

- Analyse a product across the adoption curve and the product lifecycle
- Describe how a product can be positioned to meet market, customer, and organizational needs
- Prepare a product strategy and describe how to validate the strategy
- Explain the value of an Outcome-oriented roadmap
- Build a low-fidelity prototype and get feedback on it
- Evaluate how team composition changes as the product changes, scales, and moves through the product lifecycle