



# THE PROGRAM

MAKE IT OFFICIAL!

# THE PROGRAM SUMMARY

We believe that Product Management is the growth engine of companies. THE PROGRAM ISPMA by ProductBeats is designed for enterprising companies and experienced product people with an ambition to grow. THE PROGRAM improves product thinking and action to make your company achieve product-led growth, inspire customers to desire your product, leverage your technology and architecture, work with product economics to increase profitability

- Every session is OnLive, online eLearning coupled with live workshops.
- The setup is built around a multidimensional learning journey combining knowledge sessions, cohort sessions, films, material, and quizzes to empower action while developing knowledge growth.
- The multidimensional approach evolves both parts of your professional life – the practical part of doing and the competence part of learning.
- The Program consists of 22 digestible bits spanning one month, growing your abilities one bit at a time. As soon as you sign up the learning starts, and so do your actions.

## Upcoming Dates 2022-23

- Nov 2<sup>nd</sup> – Nov 24<sup>th</sup> (4 days On-site, Stockholm)
- Dec 1<sup>st</sup> – Jan 19<sup>th</sup>
- Jan 31<sup>st</sup> – Mar 9<sup>th</sup>
- Mar 7<sup>th</sup> – Apr 19<sup>th</sup>

## THE FEE

- Online €2,999+VAT/participant
- On-site €3,399+VAT/participant
- For group discounts, please contact Mary Lee  
[marylee.copeland@productbeats.com](mailto:marylee.copeland@productbeats.com)

## TO REGISTER

- Click [here](#) to register
- Or contact [marylee.copeland@productbeats.com](mailto:marylee.copeland@productbeats.com)

# WE ARE DIFFERENT

## Hey Product People!

It's crucial to not only master the tools and methods, but to have a dynamic foundation that supports product action and thinking. Your competence requires a solid knowledge platform as a lifelong companion throughout your product management journey. THE PROGRAM has been designed to accomplish exactly this; provide tools, methods and the competence to use them for product action no matter what.

THE PROGRAM focuses on Product Thinking, a holistic approach reflecting the complexity and interconnectedness that over time you, your team and company will face. You will gain the understanding needed to succeed and immediately of use what you know for product and personal growth.

# WHO ARE PRODUCT PEOPLE?

## Experienced and Ambitious!

- Product Managers everywhere – all types, in all area, and all industries.
- Product Owners – you know who you are, and after The Program, they will too.
- IT Warriors responsible for products and offerings in large organization, ready to take the hill and forge new ground in their product knowledge.
- Basically, the qualified or simply passionate product person ready for their next steps.

# THE PROGRAM INSTRUCTORS

## Passionate Professionals!

We have a dedicated team of instructors that run our ISPMA training program. Together they represent expertise in the fields of Automotive Manufacturing, Bio-Tech and Life Sciences, Electronic Manufacturing, Fin-Tech and Financial Services, IT Consulting and Services, Media and Entertainment, Pharmaceuticals, Telecommunications, and more.

But sometimes we fill up with inspiration from others. Periodically, external guest speakers are brought in like Adrienne Tan (Australia), Ken Sandy (US), Rich Mironov (US), and Roman Pichler (Germany/UK).

**Magnus Billgren** – founding member of ISPMA and creator of the Central Competence by ProductBeats – has successfully guided thousands of ambitious Product Managers The Program



**Helena Söderström** – expertise is managing global teams in Sales, Marketing and Product Management.



**Dr. Petra Färm** – cohost of a weekly Product talk show, and experienced Product Management across multiple industries – specializes in applying her analytical capabilities to identify patterns and areas of focus.



**Henrik Johnsson** – The Program's Guide. Extensive experience in the global biotech and life sciences sector.

**Mary Lee Copeland** – Chief Product Storyteller, bringing emotional engagement expertise to the ProductBeats team.



# THE GOAL

## Product Action No Matter What!

- Broaden knowledge of Product Requirement Engineering, Release Planning, Road-Mapping and Product Life Cycle Management.
- Master the fundamentals of creating Product Strategies.
- Adapt Strategic Management connected to Corporate Strategy, Portfolio Management, Innovation and Resource Management for Marketing and Product Analysis.
- Orchestrate Product Development, Marketing, Sales and Distribution, Service and Support, and other SPM Units to better guarantee product success.

# A PROGRAM FOR PRODUCT ACTIONS

The Program is designed to release your product management superpowers, giving you instant abilities to evolve your way of working. While at the same time building your long-term capabilities, professionally and personally, in product management.

## WHAT'S COVERED?

There are four knowledge areas that we work through in The Program.

- Product Strategy – Products as an engine for growth
- Product Planning – creating Products to be proud of
- Product Orchestration – executing Product leadership
- Product Thinking – succeeding in Product Management

For each knowledge area, you will have a combination of materials and activities that will facilitate your development. At the end of each area, an assessment ensures you've mastered the material.

## PROGRAM SET-UP

The setup is built around a multidimensional learning journey combining knowledge sessions, cohort sessions, films, material, and quizzes to empower action while developing knowledge growth. Simply put, we learn by actions, and the right actions are built on knowledge. Therefore, the multidimensional approach evolves both parts of your professional life – the practical part of doing and the competence part of learning.

Upon completion you'll have the opportunity to sit for the certification exam administered by an independent third party.

Week	Key Learning Objectives
Week 1 Product Growth w/ Executable Strategies	<ul style="list-style-type: none"> <li>→ Growth Strategies</li> <li>→ How to build an executable Product Strategy</li> <li>→ Establishing your Product Performance</li> </ul>
Week 2 Product Action No Matter What	<ul style="list-style-type: none"> <li>→ How to work in your Ecosystem</li> <li>→ Building Insights</li> <li>→ Designing your Product Business</li> </ul>
Week 3 Evolve your Craftmanship – Product Planning	<ul style="list-style-type: none"> <li>→ Creating desirable products to be proud of</li> <li>→ Product Planning Approaches</li> <li>→ Roadmapping</li> <li>→ Product Life Cycle Management</li> </ul>
Week 4 Evolving your Product Leadership	<ul style="list-style-type: none"> <li>→ The new product leadership</li> <li>→ Building customer journeys to rally around</li> </ul>
Week 5 Work Week	<ul style="list-style-type: none"> <li>→ Practice the new skills – take initiative week</li> </ul>
Week 6 Succeeding w/ Product Thinking	<ul style="list-style-type: none"> <li>→ Product Thinking</li> <li>→ The secret sauce of Speed layers</li> <li>→ Your reflection on Product Success</li> </ul>
Week 7 Making It Official!	<ul style="list-style-type: none"> <li>→ Syllabus Review</li> <li>→ Study Time and Preparations</li> <li>→ Online Certification Test</li> </ul>

# ISPMA

The International Software Product Management Association (ISPMA) is a non-profit research association in Product Thinking. The aim is to support companies and individuals to succeed with product management.

We are over 50 fellows from companies and research institutes contributing to the ongoing research. ISPMA has established software product management as a discipline in both industry as well as in the academia. Thousands of companies have embarked on a ISPMA journey to fortify their product business. Distinguished universities in Europe, US, and Asia use the ISPMA as a guide for their Master Programs in Product Management. ISPMA disseminates and maintains a curriculum in addition to a Certifiable Body of Knowledge (SPMBoK).

We are proud to be a founding member of ISPMA. And we've continued our commitment to ISPMA, continuously evolving the knowledge of succeeding in Product management.



# OUR GUARANTEE

## Action!

You'll experience a dynamic, multi-modal way of learning. You'll get exposed to the latest research, tools, and knowledge shaping the industry. You'll have the capabilities to shape product thinking within your organization and industry. We guarantee you'll have...

- 5 ideas to make your product more desirable
- 5 ways to speed up your product work
- 5 alternatives to improve your product planning process
- 5 new product friends
- 5 profitable actions that will out value the registration fee.

Or your money back if we don't deliver value for you

# PRODUCT LEADERSHIP

## It's Official!

- When you complete The Program, you will have an acknowledged presence as a certified Product Manager.
- You'll have a solid bedrock of Product Management knowledge.
- You'll have the necessary tools and models, together with a way of thinking, crucial for successful Product Management.
- You'll be set to pass the ISPMA certification test.
- Doors to an international network of certified product management professionals will be open to you.
- Your business will have a competitive advantage and your performance as a Product Manager will accelerate.

# CLAIM YOUR PLACE IN THE PRODUCT WORLD

You become part of the global community of over 3000 other ISPMA certified professionals.



Join the other certified Product People from Austria, Denmark, Finland, France, Germany, Ireland, Italy, Mexico, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom, and the United States

# CASES

