
Executives and Senior Managers - Product Management Training Programs

Training Programs for Executives and Senior Managers

Create a Market-Driven Organization

If you feel like your organization is going in too many directions, we'll help you understand what it means to be market-driven and the rewards that come from aligning the entire organization around a single set of priorities dictated by the market. The resources you expend every day are non-refundable. Our programs will help you make the most of them.

Recommended Training Programs

Product Management University - Portfolio Management

An advanced skills program for senior managers and executives focused on best practices for driving the company strategy and tactics from a market segment perspective instead of a product perspective. This program is ideal for companies that have multiple product lines targeting the same customers or product management/product marketing executives who've been through basic training and want stronger influence on the strategic direction and growth of the company.

[Learn More](#)

Product Management Executive Briefing

This program combines an executive overview of product and portfolio management with a health assessment of current practices and processes across products, marketing and sales. You receive a documented deliverable with a set of recommendations to help your organization become more market driven.

[Learn More](#)

Market Assessment and Strategic Planning

A program where senior managers and executives will learn a common framework for determining markets most conducive to growing the organization as a whole and delivering a strategy that aligns all disciplines (including products) with the market segments most conducive to meeting company growth, revenue and profitability goals.

[Learn More](#)

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