

€ TRAINING

Product Strategy and Innovation



13 - 17 October 2024
Istanbul (Turkey)



Product Strategy and Innovation

REF: L2219 DATE: 13 - 17 October 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

Introduction:

This training program is designed to equip participants with the knowledge and skills essential for excelling in product strategy and innovation. It empowers them to lead innovative initiatives and navigate evolving market landscapes with confidence.

Program Objectives:

At the end of this program, participants will be able to:

- Formulate strategic product plans aligned with organizational goals and market demands.
- Drive innovation processes effectively to foster product development and differentiation.
- Utilize market research and data analysis to inform product strategy decisions.
- Manage the entire product lifecycle from conception through launch and beyond.
- Cultivate a culture of innovation within their organizations to sustain competitive advantage.

Targeted Audience:

- Product Managers and Product Development Professionals.
- Innovation Managers and R&D Professionals.
- Marketing Managers and Strategists.
- Business Development Managers.
- Entrepreneurs and Start-up Founders.

Program Outlines:

Unit 1:

Fundamentals of Product Strategy:

- Introduction to Product Strategy and its Strategic Importance.
- Market Analysis and Segmentation Techniques.
- Defining Value Propositions and Competitive Positioning.

- Product Portfolio Management Strategies.
- Case Studies Illustrating Effective Product Strategies.

Unit 2:

Driving Innovation in Product Development:

- Understanding the Principles of Innovation and Creativity.
- Implementing Innovation Processes and Frameworks Design Thinking, Lean Startup.
- Techniques for Ideation and Conceptualization.
- Prototyping, Iteration, and MVP Development.
- Incorporating User Feedback and Iterative Improvement.

Unit 3:

Market Research and Data-Driven Decision Making:

- Conducting Market Research and Competitive Analysis.
- Leveraging Data Analytics for Informed Product Strategy.
- Customer Insights and User Experience UX Research Methods.
- Predictive Analytics and Trend Analysis for Product Innovation.
- Tools and Technologies for Effective Market Research.

Unit 4:

Product Lifecycle Management:

- Understanding the Different Stages of the Product Lifecycle.
- Strategies for Managing Products at Each Lifecycle Stage.
- Planning and Executing Successful Product Launches.
- Monitoring Product Performance Metrics and KPIs.
- End-of-Life Product Management Strategies.

Unit 5:

Cultivating a Culture of Innovation:

- Building and Nurturing an Innovative Organizational Culture.
- Leadership Strategies for Fostering Innovation.
- Encouraging Cross-Functional Collaboration and Knowledge Sharing.
- Overcoming Challenges and Barriers to Innovation.
- Implementing Effective Measurement and Recognition Systems for Innovation.