Introduction to Product Management

Duration: 2 days
Audience: Pour tous

Who is this training for?

Project Management Professionals (Information Technology).

Training objectives

- Understand the fundamentals of product management and the differences with traditional project management
- Identify key roles (Product Manager, Product Owner, Scrum Master, team) and describe their contribution to product management
- Apply agile methodologies in the context of transformation to product management
- Analyze the impact of roles and responsibilities on value creation and product delivery
- Assess barriers to implementation
- Adapt your agile mindset to your own professional context to promote a successful transition

Summary

This training aims to support professionals in the transition from traditional project management to product-based management, with a focus on value creation and the adoption of agile methodologies. Participants will learn to understand the fundamentals of product management, identify key roles, and apply agile methodologies in a transformative context.

Course outline

Moving from traditional project management to product-based management

- Why?
- How?
- Value creation

Product management roles

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Product manager

- Product owner
- Scrum Master
- Multidisciplinary team

Product management lifecycle

Product backlog

- Prioritization
- Iterative implementation
- Deliver value quickly

Team culture

- Cross-functional collaboration
- Self-organization
- Continuous improvement

Obstacle management

- Adaptation
- Inspection

Approach and methodology

The training alternates between presentations, exchanges of experience and practical workshops (60% of the time).

Prerequisites

Have a background or experience in project management

Recommendations

Notions of working in a multidisciplinary team

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