Advanced Product Management

Set product strategy, manage portfolios with data and lead cross-functional product teams.

DURATION	FORMAT	LEVEL
45 hours	Onsite, online or hybrid	Advanced

About this programme

For experienced product managers stepping up to product leadership: vision and strategy, portfolio and lifecycle decisions, KPI- and OKR-driven decision-making, influencing without authority, and the impact of AI and sustainability on product work.

Who it is for: Senior product managers, product owners moving into leadership, and heads of product

What your team will be able to do

- Articulate a product vision and strategy aligned to business goals
- Manage product lines and portfolios across the lifecycle
- Make and justify decisions with KPIs, OKRs and a business case
- Influence engineering, design, marketing and sales without authority
- Factor AI, sustainability and ethics into product decisions

Before you start

- Two or more years in a product manager or product owner role

Course outline

1. Product leadership and strategy

- Defining a compelling product vision and mission
- Market research and roadmap development
- Aligning product strategy with business objectives
- Leading product organisations and building a product culture

2. Advanced lifecycle and portfolio management

- Lifecycle stages from concept to decline
- Managing product lines and portfolios: invest, enhance or retire
- Managing risk and change orders across the lifecycle

3. Data-driven decision-making

- KPIs and OKRs to measure product success
- Interpreting user research, market and usage data
- Building a business case and presenting recommendations with data
- Prioritising features from data insights

4. Cross-functional leadership

- Building relationships with engineering, design, marketing and sales
- Influencing without direct authority
- Running ideation and feedback with stakeholders

5. Emerging technologies and trends

- The impact of AI and machine learning on product management
- Keeping pace with evolving product management practice
- Sustainability and ethics in product development

Sample schedule

6 days onsite, or 12 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Product leadership and strategy
Day 2	8 h	Product leadership and strategy (continued); Advanced lifecycle and portfolio management
Day 3	8 h	Advanced lifecycle and portfolio management (continued); Data-driven decision-making
Day 4	8 h	Data-driven decision-making (continued); Cross-functional leadership
Day 5	8 h	Cross-functional leadership (continued); Emerging technologies and trends
Day 6	5 h	Emerging technologies and trends (continued)

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer
- A personal action plan that each participant presents at the end

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=advanced-product-management

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