

Management for Professionals

Gabriel Steinhardt

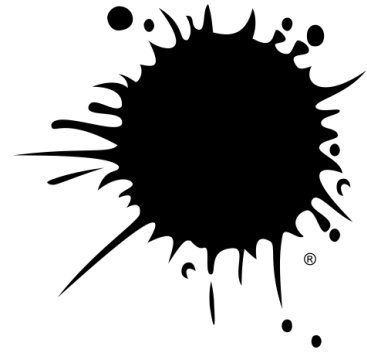
The Product Manager's Toolkit[®]

Methodologies, Processes, and Tasks
in Technology Product Management

Second Edition

 Springer

Blackblot Interactivity and Communication™ Course Syllabus



Course Description

Interactivity and Communication™ (IC) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively communicate with diverse audiences and individuals encountered in the course of a product manager's job. Soft skills are non-technical business skills that often impact the success of development projects more than technological skills. The need for specific soft skills has become imperative to product managers' job performance, as nowadays many of their activities are outbound oriented. This seminar explores crucial soft skills, specifically in the context of a product manager's line of work.

Course Syllabus

I. Introduction

- Soft Skills Universe
- Right Blend of Skills

II. Business Competence

- Analyst Relations
- Product Demo
- Product Review
- IPO Road-Show

III. Social Competence

- Elevator Speech
- Customer Service
- Customer Importance
- Customer Expectations
- Management

IV. Personal Competence

- Difficult People
- Product Management Interview
- Negotiation
- Professional Conduct
- Business Etiquette
- Telephone Interaction
- Email Etiquette
- Tying a Tie
- Effective Study

V. Internal Marketing

- Organizational Framework
- Work Environment
- Establishing Credibility
- Projecting Professionalism
- Success Factors

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The Product Manager's Toolkit®

Methodologies, Processes, and Tasks in Technology Product Management, *Second Edition*

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

**Management /
Business for Professionals**

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