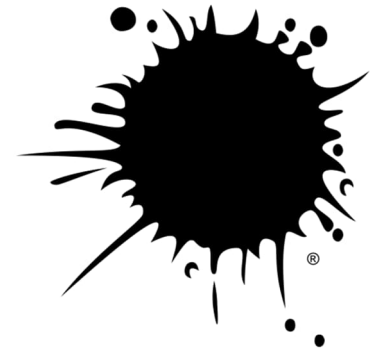Gabriel Steinhardt

The Product Manager's Toolkit®

Methodologies, Processes, and Tasks in Technology Product Management

Second Edition

Springer

Blackblot Strategic Product Leader™ Course Syllabus

Course Description

Strategic Product Leader™ (SPLD) – This one-day advanced course provides attendees with the knowledge, skills, and tools to successfully formulate and lead product organizations, and establish effective product management processes.

Based on the *Blackblot Product Manager's Toolkit®* (PMTK) methodology, this course is specifically designed for senior professionals and executives who build and manage product teams and are responsible for product leadership.

All course materials are in the English language.

Blackblot Training Package

Each Blackblot training attendee receives at no extra charge a training package that includes:
- Digital copy of *The Product Manager's Toolkit: Methodologies: Processes and Tasks in Technology Product Management* second edition book.
- Account for the *Blackblot Product Manager's Toolkit®* (PMTK) professional template collection.
- Account for the *Blackblot Product Management Professional™ (BPMP) in Product Leadership* certification test.
- Account for the *Blackblot Psychometric Test™* (BPT) psychometric tests.
- Lifetime free and unlimited updates and upgrades to PMTK.
- Digital course slides booklet and action plan.
- Digital copy of the official course certificate of completion.

Course Syllabus (Day One)

I. Introduction
- PMTK Strategic Product Leader
- Product Leadership

II. Strategic Formulation
- Product Strategy
- Product Vision
- Feature Prioritization
- Value Documents

III. Methodology Application
- Blackblot PMTK® Methodology
- PMTK Concepts
- PMTK Terminology
- PMTK Roles
- PMTK Teams
- PMTK Organizational Interfaces
- PMTK Processes
- PMTK Philosophical Underpinnings
- PMTK Implementation
- In-house Resistance and Political Interference

IV. Team Leadership
- Team Charter
- Other Executives
- Product Group Models
- Product Group Domain Separation Model
- Product Group Domain Aggregation Model
- Team Management
- Team Models
- Team Model Anomalies
- Product Coaching
- The Human Factor
- Soft Skills in Product Management

V. PMTK Aids and Resources (Bonus)
- Blackblot Professional Evaluators
- PMTK Personnel Recruitment
- Blackblot Psychometric Test™
- PMTK Feedback Tools
- Gap Analysis
- Performance Review
- Marketing Review

VI. Summary
- Statistical Data
- Key Lessons

Gabriel Steinhardt

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.