

Improving the way people and companies work.
Forever.



Product Management Course

ONLINE SYLLABUS



Value, Flow, Quality®

Value, Flow, Quality (VFQ) is an action-learning education program focused on outcomes. It is built from the ground up with insights and guidance from dozens of practitioners, thought leaders, clients and experts. It supports people who want to learn and adopt new ways of working to deliver value early and often, optimize the end-to-end flow of work and drive quality with fast feedback.

VFQ courses are based on the idea that different people learn in different ways, and that the most impactful learning happens when people understand things and then get to apply those concepts directly in their own work.

Our approach is influenced by the 70:20:10 Model for Learning and Development. Learning is not an isolated activity that is carried out separate to the workplace. Work and learning are intermingled, and the 70:20:10 model provides a framework for thinking outside the classes/courses/curriculum mind-set of learning and focusing on the entire spectrum – workplace, social and formal.

Our specific VFQ courses help build the appropriate skills for individuals so that they can drive the right outcomes within their organization.





Course overview

The prevalence of software, technology, and digital services has changed how products are being brought to market and has given rise to many new and modern management techniques. This course is a practical education program that helps people working in and around product management to acquire the skills and competencies to define, develop and launch products, services, and features that satisfy the customer's needs. You will learn techniques and tools from many modern schools of management, including Design Thinking, Agile and Lean, and align them with the outcomes of Value, Flow, and Quality.

What you will learn

- Examine product management as it is characterized today and relate it to your own context
- Understand the underlying tools and techniques required to research customers and users and turn those insights into personas
- Explore the economics of ideas and build business models using tools like the Business Model Canvas
- Design value propositions and experiments to test, including hypotheses and metrics for success
- Conduct experiments and interpret results to inform future product development

What you will need

- An idea to take through the pathway (can be a product or service)
- The ability to open PowerPoint and PDF files
- Printer (recommended) – it is easier to complete the templates provided by printing them out
- Pen and paper (recommended)

How you will learn

You will be required to apply learnings to a real idea which you will build on throughout the course, creating a rich learning experience anchored around real work. Before starting each session, ensure you read the relevant chapters and other supporting materials, which will give you an in-depth understanding and context before carrying out the session activities offline. These activities encourage you to develop more confidence and understanding around your chosen idea. Therefore, it will vary in the length of time it takes to complete – the more detail you put into it, the more well-thought through your idea will be. Throughout the course, share your work from the activities with stakeholders, colleagues, and peers – products get better through collaboration and constructive feedback.

Supporting materials provided

- VFQ Product Management course book
- PowerPoint and PDF templates to guide the activities and learning
- Technique cards
- Links to informative clips



Course outline



SESSION 1 - 2.5HRS APPRECIATING YOUR CONTEXT

Learning outcomes

- Learn how to use the Sailboat SWOT analysis to understand your strengths, weaknesses, opportunities, and threats
- Understand how to use tools for competitor analysis and do some yourself
- Sketch and articulate your idea to set the starting line for the rest of the course

Reading: VFQ Product Management Course Book Chapter 1 -Competitor Analysis

Activities

- Visualize and communicate your idea at a high level
- Evaluate the context that surrounds your idea
- Analyze your competitive landscape



SESSION 2 - 4HRS UNDERSTANDING YOUR CUSTOMER

Learning outcomes

- Learn and apply primary and secondary research techniques to gain a deeper understanding of your customer
- Get to the heart of what's valuable for your customers by understanding their pains, gains, and jobs-to-be-done
- Take the insight from the preceding activities to build personas that will inform the next steps of developing your idea

Reading: VFQ Product Management Course Book Chapter 2 - Understanding your Customer, Technique – 5 Whys, Clayton Christensen – Jobs to be done

Activities

- Conduct and capture the results of primary research
- Gather and capture secondary research
- Distil and visualize key customer insights
- Understand your customers at a deeper level by creating customer personas



SESSION 3 - 4HRS EXPLORING YOUR MARKET

Learning outcomes

- How to identify your total addressable market, served available market, and target market
- Build a business model and value proposition to demonstrate how your idea will generate value
- Run through another round of competitor analysis, homing in on the jobs those competitors are solving for their customers

Reading: VFQ Product Management Course Book Chapter 3 -Exploring your Market

Activities

- Encapsulate the trends, target group and needs using the Product Trends Canvas
- Understand how your idea benefits customers using the Benefits Model
- Explore the impact of your idea using market sizing
- Explore existing alternatives
- Test your hypothesis by identifying early adopters
- Encapsulate your business model on a page using the Lean Canvas



SESSION 4 - 4HRS EXPERIMENTING TO WIN

Learning outcomes

- How to define the biggest assumption in your work so far and craft a hypothesis
- Design an experiment to test your hypothesis and find product-market fit
- Define what feedback will validate or invalidate your idea
- Use the feedback from your experiment to identify where you need to iterate to make your product a resounding success

Assessing your learning

After each session, there are free-text questions to summarize your understanding of the outputs of each activity and improve knowledge retention.

At the end of the course, there is a multiple-choice quiz. Score above 80% to complete the course and receive your certificate of completion.

Reading: VFQ Product Management Course Book
Chapter 4 -Experimenting to Win

Activities

- Communicate how you are impacting customers and your bottom line using a Value Proposition
- Visualize what a great customer experience could look like using Customer Journey Mapping
- List your and prioritize your assumptions against risk using Assumptions Mapping
- Assess the validity of your assumptions using the Test & Learn Card

Certification

Receive a signed certificate with Emergn's logo to verify your achievement and increase your job prospects.



