



# Product Management

ICAgile Certified Professional in  
Product Management (ICP-PDM)



# Overview

The goal of Product Management is to create value for the organisation by solving problems for customers with products.

This course is designed to equip participants with the skills and knowledge to effectively manage products throughout their lifecycle, aligning product development with business objectives and customer needs.

Product Managers play a crucial role in bridging customer requirements with business goals, ensuring product offerings not only meet market demands but also contribute to the financial and strategic goals of the organisation.

The role of a Product Manager involves being a strategist, researcher, analyst, communicator, and leader, adept at managing complex organisational and market challenges to guide products toward success.

On successful completion of this course, participants will be awarded the ICAgile Certified Professional - Product Management (ICP-PDM) certification.





# Objectives

## Duration

**2 days**

This Product Management course for ICP-PDM certification aims to develop proficient Product Managers capable of navigating the complexities of product lifecycle management.

This course will enable participants to:

- » Understand the role and purpose of Product Management in an organisational context.
- » Conduct market analysis, customer research, and competitive analysis to identify product opportunities.
- » Craft and communicate a compelling product vision and strategy, aligned with the company's overall goals.
- » Strategically prioritise product ideas and development efforts to maximise value delivery using outcome-oriented roadmaps.
- » Explore various frameworks and methodologies for effective product lifecycle management, including design thinking, lean start up, continuous discovery, prototyping and designing experiments to test hypothesis.
- » Analyse and interpret product performance metrics, adjusting strategies based on these insights.
- » Explore different product team structures as the product moves through the product lifecycle.

## Exam and Certification

Successful completion of this course will enable you to gain ICP-PDM Certification.

There is no official ICAgile exam. Certification is based on trainer evaluation of your active participation in group activities and discussions held over the two days.

**Note:** To gain this accreditation you must:

- » Be present for 100% of the course duration.
- » Be actively engaged - asking questions and contributing to group activities and discussions.
- » Turn your video on if attending virtually.

When you successfully complete your class and your post-class survey, you'll earn a certificate from ICAgile that you can share with employers and your professional network. Certificates are downloadable PDFs configured for uploading and sharing on LinkedIn.



# Key Topics

The course covers the following content:

## **What is Product and Product Management?**

Understand what a product is. Identify business constraints to the product. Explore the distinction between Product and Project Management.

## **The role of the Product Manager in the product lifecycle**

Explore the role of Product Managers in creating value and managing the product across the product lifecycle. Consider the technology adoption curve and its impact on the product.

## **Early understanding**

Market and Customer Analysis: Uncover market and customer needs using various tools such as the Business Model Canvas. Compare various product research approaches while aligning with the mission of the broader organisation.

## **Product strategy**

Craft a compelling product vision. Set objectives and develop strategies to meet business and customer needs. Choose the right metrics to track product success.

## **Planning**

Product planning and prioritisation: Explore approaches to collecting, managing, reviewing and prioritising product ideas. Use prioritisation frameworks to create outcome-oriented roadmaps.

## **Defining a relevant product**

Explore various design and development approaches such as Design Thinking and Prototyping. Consider the need to iterate based on feedback from the market.

## **Working with product teams**

Understand the structure and dynamics of cross-functional teams. Explore the many possible product team structures at different stages of the product lifecycle.



# Course Delivery

Trainers of this course will use a practical delivery approach to provide participants with a 'hands-on', multi-faceted and challenging learning experience. Understanding and recall techniques will be used to provide participants with a solid comprehension of Product Management.

Courses are facilitated by our expert team and can be conducted onsite or at our premises. All courses can be customised to suit your requirements.

As part of PM-Partners' new integrated learning solution, this course offers students the option to attend our bespoke classroom in person or virtually by dialling in from a remote location. Trainers are skilled at both delivery methods and use the latest in virtual technology to simultaneously provide participants with the same interactive, multi-faceted and challenging learning experience. Whichever delivery mode learners choose, comprehension and recall techniques will be used to provide them with a solid understanding of Product Management.

For group bookings, courses can be customised to suit your requirements and conducted onsite at your premises, at our training centre, or virtually.

**Virtual training:** You can learn more about our virtual delivery [here](#).

**Materials:** A comprehensive participant workbook is provided.

## **Pre-course**

Participants are requested to read the case study, that will be used throughout the course, before the course begins.

Failure to complete pre-course work may mean that you are not ready to fully participate in the course and may limit your ability to gain the outcomes you are hoping to achieve.

Pre-course work will be sent out 2 weeks prior to course commencement.



# Who is this course for?

## Who should attend:

This course is suitable for business analysts, project managers, product owners and software engineers looking to transition to a product-focused role. It would also suit early-career product managers, who seek a greater understanding of their craft.

## Course prerequisites:

There are no formal prerequisites, however foundational knowledge of agile principles, values and mindset would be an advantage.

## Professional Development Units (PDUs)

Participants who have been awarded the Project Management Professional (PMP)<sup>®</sup> credential by the Project Management Institute (PMI)<sup>®</sup> are eligible to earn **14 PDUs** for their participation in this course.

Participants holding any of the Project Management accreditations (CPPP/CPPM/CPPD) are eligible to earn **20 CPDs** for this short course.

# Why learn with PM-Partners?

## Because we turn your career goals into reality.

Poor project skills are consistently quoted as a key reason for project failure. To be successful in project delivery, it's critical to invest in yourself and the capabilities of your team. This means setting clear goals and making a commitment to continuous improvement.

Certification and training is a vital part of this journey. But you need to know which foot to put forward, and when, to ensure you're heading in the right direction. That's where our expert guidance and support comes in.

## Tell us where you want to go

At PM-Partners we start every conversation with the question, 'Where are you trying to go?' We then apply our expertise to show you exactly 'how' to get there.

We believe that having the relevant skills and methodologies is critical to delivery success, and ultimately career success. Depending on your aims, our team of professional development consultants will work closely with you to create a development pathway, or team training program, that aligns with your goals.

## Helping to develop professional capabilities for 25 years

Our accredited programs provide certification and development across a range of globally recognised project management and delivery streams.



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Each year, our expert facilitators train and certify more than 12,000 people throughout Australia, New Zealand and South-East Asia to best practice standards. All highly qualified practitioners in their field, they draw from real-life scenarios and their own experience to add real value for individuals, teams and organisations.

## Our promise to you

PM-Partners is committed to providing industry leading education that is relevant, up-to-date and designed to meet your specific needs.

We offer qualifications in multiple disciplines, including key products in AXELOS' best practice portfolio, such as ITIL®, PRINCE2®, PRINCE2 Agile®, MSP®, MoP®, P3O® and P3M3®; APMG's AgilePM®, AgileBA®, AgilePgM™, Lean Six Sigma, Managing Benefits, Facilitation and Change Management; as well as the Scaled Agile Framework® (SAFe®); and Business Analysis programs from The Australian Chapter of the International Institute of Business Analysis™ (IIBA®), to name a few.

To find out more about how we can help you or your organisation uplift their capability, contact the experts on 1300 70 13 14.

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## Customer story

Listen to Dominic Cain speak about how he went from being a young Chef to a Programme Director.







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