

Improving the way people and companies work.  
Forever.



# Product Management Training

IN PARTNERSHIP WITH



UNIVERSITY OF  
ARKANSAS

# 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.





The goal of any organization is to serve a marketplace with valuable products and services. Today, the competitive edge of an organization is based on how quickly and effectively the company can take their ideas and bring them to market. Do the ideas meet the needs of the customer? Have they solved their problem? Are they competitive in the current environment and will they still serve the need in the future?

The prevalence of software, technology and digital services has changed the way that 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 needs of the customer.

Participants 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.

## Benefits of the Product Management Training

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- You will benefit from the very start of the training, where you will practically apply your learning to a real product. Throughout the training, you will build on your initial ideas, creating a rich learning experience anchored around real work.
- You will learn how to prioritize based on business value and make difficult trade-off decisions whilst keeping the customer in mind.
- Your products will get to market faster and feedback will be incorporated sooner as part of validated learning.
- You will learn how to effectively work with requirements and deliver value to the customer through understanding the underlying business model of the product.
- There is dedicated one-on-one time between you and Product Management experts in order for you to get the most out of the training and take you forward.

## Why the Product Management Training works

- The course is supported by the latest VFQ content.
- The training and context-specific assignments allow you to discover your own solution to the unique challenges of taking ideas to market.
- The discipline of the regular work-based study groups maintains momentum and engagement with the learning.
- You will receive a deep understanding of the principles and practices beyond application. Through this, you will develop a solid understanding of customers, markets and product management techniques.

## Training outcomes

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On completion of this training, you will be able to confidently:

- Examine product management as it is characterized today and relate it to their 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.



## Who is this training for?

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The VFQ Product Management Training is designed for people who have responsibility for, or are involved in, overseeing the product development process. Typically, these roles will be product managers, product owners, product developers, planners or directors.

Participants will benefit from learning about the principles of Value, Flow, Quality and how these elements can be improved through specific practices, techniques and principles, and how they are applied to take great products and services from idea to market.

## Time allowance

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This training is designed to maximize the outcomes by applying the learning to real work while taking into consideration the demands on people's time.

The learning is split across:

- 8 one-hour work-based classes
- 2 dedicated one-on-one sessions with Product Management experts
- 2-3 hours per week of practical application and additional study

## Training outline

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### WEEK 1

#### **INTRODUCTION TO PRODUCT MANAGEMENT AND VFQ**

- Understanding roles and responsibilities
- Overview of the Guiding Principles and Essential Practices of VFQ
- Skills needed to take ideas to market

### WEEK 2

#### **PRODUCT DISCOVERY, VISION AND VALUE**

- Overview of the product lifecycle
- Value proposition creation
- Leading and lagging metrics

### WEEK 3

#### **PERSONAS AND CUSTOMER JOURNEY MAPPING**

- Creating customer personas
- Jobs, pains and gains
- Using customer journey maps

### WEEK 4

#### **PROBLEM-SOLUTION FIT**

- How to find problem-solution fit
- Creating hypotheses
- Designing and running experiments



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### WEEK 5

#### **CREATING AN MVP TO FIND PRODUCT-MARKET FIT**

- Introduction to Beta testing and how to measure product-market fit
- How to build an MVP (Minimum Viable Product)
- Using feedback loops to gain customer insight
- Strategies for testing your MVP with customers

### WEEK 6

#### **GOING LIVE AND PREPARING TO SCALE**

- Delivering on your value proposition
- How to know when to go live
- How to make the launch successful

### WEEK 7

#### **GROWING AND MATURING YOUR PRODUCT**

- Continuing build, test, and learn for feature development
- Testing new business models and markets
- Understanding growth metrics

### WEEK 8

#### **THE ROLE OF PRODUCT MANAGEMENT IN EFFECTIVE PRODUCT DELIVERY**

- Going from a roadmap to working software
- Working with delivery teams
- Prioritization and demand management

### WEEKS 9–10

#### **ONE-ON-ONE SUPPORT**

- Dive deeper into your journey to improve your product management skills

