

Software Product Management ISPMA Training Agenda Excellence Level Orchestration

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Agenda

Day 1:

0. Prelude

- Participants / ISPMA
- Intro to training and exam

1. Introduction

2. Leadership Skills

3. Orchestrating Development and UX Design

4. Orchestrating Marketing

Agenda

Day 2:

5. Orchestrating Sales and Distribution

6. Orchestrating Service and Support

7. Complex Scenarios Involving Multiple Functions

8. Wrap Up

9. Certification Exam (optional)