

Software Product Management Excellence in Product Planning V.2 Training based on ISPMA

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0. Prelude

- Participants / ISPMA
- Intro to training and exam

1. Product Planning in Context

- Product Strategy
- Orchestration
- Scenarios

2. Product Planning Approaches and Scenarios

3. Customer Insight

4. Product Planning Explained

- Requirements-driven
- Data-analysis-driven
- Data-input-driven

5. Product Release Management

- Release Management Process + Continuous Deployment
- Requirements Prioritization Criteria, Methods, and Visualization
- Release Management in Different Scenarios

6. Product Roadmapping

- Product Evolution
- Long-term Planning: Product Roadmaps
- Development and Communication of Roadmaps

7. Product Life Cycle Management

- Product Life Cycle
- Category Life Cycle
- Planning Options within Life Cycle Constellations

8. Process Management for Product Planning

- Measurements
- Tool Support
- Optimization

9. Wrap Up

10. Certification Exam (optional)