

ICAgile Product Management (ICP-PDM)

Duration: 2 Days

Course Description:

Product management is not just about building features. It is about understanding customers, markets, business goals, and teams, and bringing all of that together to deliver real value. This course is designed for professionals who want to move beyond theory and learn how product management actually works in real organizational settings.

You will learn how products evolve, how strategy connects to day-to-day execution, and how decisions change when you manage existing or interconnected products instead of starting from scratch. The course emphasizes a customer-focused mindset, outcome-driven thinking, and practical techniques that can be applied immediately at work.

Throughout the training, you will explore how to define relevant products, set a clear product vision, choose meaningful metrics, and make informed decisions using research, experiments, and market feedback. You will also learn how to manage ideas, create outcome-oriented roadmaps, design and test hypotheses, and work effectively with cross-functional teams across the product lifecycle.

Target Audience:

The ICP-PDM certificate is for professionals looking to gain competency to apply product management techniques working in organizations on a business agility journey. This certification validates the skills to discover, position, and deliver winning products in a competitive landscape.

- Business Analysts
- Product Managers
- Project or Program or Portfolio Manager
- Release Train Engineers
- Business Architects
- Enterprise Architects
- Managers at any level in the organization

Course Objectives:

- What is a Product & Product Lifecycle
- Product Management Concerns
- Product Strategy and Planning
- Defining a Relevant Product
- Working with Product Teams
- Successful Product & Definition of Done

Course Outlines:

- The Product is Never Just the Product
- Types of Products
- Projects are not Products
- The Product Lifecycle
- The Technology Adoption Curve
- Understanding the Market
- Business Drivers
- Using Research to Identify Product Ideas and Solutions
- The Ugly Reality
- The Organization Ecosystem
- Crafting a Compelling Vision
- Metrics that Matter for Products
- Know Your Product
- Understanding Customers
- Idea Management at the Product Level
- Outcome-Oriented Roadmaps
- Design Approach
- Designing Hypothesis Tests and Experiments
- Iterating on Feedback from the Market
- Teams across the Product Lifecycle
- Slicing the Product

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