

# SOFTWARE PRODUCT MANAGEMENT

Foundation Level Training

Bucharest, Romania

November 13-15, 2017

*Leanify*

INNOVIVUM  
Software Product Management



## MOTIVATION

Being a product manager is a responsible and challenging job. It is about building strategies, taking business decisions, ensuring that your product develops to meet the high demands of a dynamic and evolving market. And when it comes to software products, you can add the complexity of technologies developing at a super high speed, and posing new threats but also a lot of opportunities to build great products. As a software product manager, you are faced with the challenge to act as a "mini-CEO" for your product, orchestrating the effort across the organization to create, develop, and position your product, so that it creates value for your customers and captures value for your company.

The Software Product Management Foundation Level training is designed to provide you with the framework and the tools that you need to succeed in this role. It is a 3-day workshop that covers the foundations of the Software Product Manager's role, bringing structure to what needs to be done, and providing helpful insights and instruments as to how it needs to be done.

## TARGET AUDIENCE

The SPM Foundation Level course is appropriate for you, if you are:

- A Software Product Manager with less than 5 years of experience in the job
- An aspiring product manager who want to develop their skills and prepare for an SPM role
- A seasoned product manager from another business domain seeking to understand the specifics of Software Product Management

## WHY YOU SHOULD ATTEND?

The SPM Foundation Level training is a great opportunity for new and aspiring software product managers to step into the role with confidence by upgrading their skills in the domain. The workshop combines theory with interactive exercises that enable you to practice what you have learned, engage in a discussion with peers and trainers, and get insights related to your own sphere of work.

In the training you will:

- Gain a complete overview of the Software Product Management field of work from trainers with practical experience and savvy in the field
- Obtain a structured and profound knowledge of the role and responsibilities that a software product manager has
- Receive both theoretical and practical insights as to how a software product is managed
- Expand your strategic capabilities with a deeper knowledge on market and product research
- Engage with a group of professionals who will share experiences and exchange valuable insights
- Get certified and become a member of ISPMA - a leading organization that is driving the advancement of the Software Product Management profession

## LEARNING OBJECTIVES

- Understand the end-to-end process of software product management
- Learn about the core activities that a Software Product Manager is involved in
- Acquire an understanding of how other roles are involved in the process (executives, sales, marketing, development, etc.)
- Learn how to orchestrate product activities - from building a strategy, through product development, to sales and support

## TRAINING AGENDA

The SPM Foundation Level training is designed in accordance with the ISPMA syllabus and covers all topics required to meet ISPMA certification criteria.

### DAY 1

---

1. Software as a Business
  - Relevant terms, role, objectives
  - Software Product Management Overview & Framework
2. Product Strategy
  - 2.1 Essentials
    - Role and Elements of Product Strategy and their Interdependencies
    - Product Name, Positioning and Product Definition
    - Delivery Model, Service Strategy and Sourcing
  - 2.2 Business Aspects
    - Business Case
    - Costing
    - Pricing
    - Performance and Risk Management

### DAY 2

---

2. Product Strategy
  - 2.3 Ecosystem Management
    - Role and Elements / Stakeholders
  - 2.4 Legal Aspects
    - Contracts / Management of Intellectual Property Rights (IPR)
3. Product Planning
  - 3.1 Product Requirements Engineering
    - Role of Requirements Engineering in Software Product Management
    - Inquiry cycle with elicitation, analysis, and validation
  - 3.2 Release Planning

- Release Planning Process and its conflicts / Structure of Release Plan
- 3.3 Roadmapping
    - Product Roadmap and its elements
    - Sources of input / Usage of Roadmaps
  - 3.4 Product Life Cycle Management
    - Phases of the Life Cycle
    - Performance Management

### DAY 3

---

- 3.5 Impact from Development Methodologies
4. Strategic Management
  - Strategic Management Essentials
  - Portfolio Management and Corporate Strategy
  - Innovation and Resource Management
  - Market and Product Analysis
5. Orchestration of Functional Areas
  - 5.1 Development
  - 5.2 Marketing
  - 5.3 Sales and Distribution
  - 5.4 Service and Support
  - 5.5 The Role of SPM as Orchestrator
    - Roles and Responsibilities of SPM
    - Orchestration Challenges and Strategies
6. Wrap Up
7. Certification Exam (optional)

## CERTIFICATION

At the end of Day 3, participants have the opportunity to take an ISPMA certification test onsite. The test is performed as a written examination and is facilitated by the International Software Quality Institute. You can become a certified ISPMA member.

## TRAINERS

This training is provided in partnership between Leanify Ltd and Innotivum Consulting GmbH.

### HANS-BERND KITTLAUS

Innotivum Consulting GmbH



Hans-Bernd Kittlaus is the owner and CEO of InnoTivum Consulting which he founded in 2001. Before he was Director of SIZ GmbH (Computing Center of the German Savings Banks Organization) and Head of Software Product Management and Development units of IBM. He provides consulting, interim management, coaching and training on software product management and pricing. His training is based on ISPMA (International Software Product Management Association) of which Hans-Bernd is the chairman.

Hans-Bernd has published numerous articles and books. He is Diplom-Informatiker (corresponds to M.S. in Computer Science) and certified as ISPMA Software Product Manager, as Scrum Product Owner (Scrum Alliance CSPO), and as Practitioner of the Project Management Standard PRINCE2. He is a member of ACM (Association for Computing Machinery, USA), GI (Gesellschaft für Informatik, Germany) and ASQF (Association for Software Quality and Further Education, Germany). Hans-Bernd is the chair person of ASQF's Special Interest Group on Software Product Management. He is located near Cologne, Germany.

### ZORNITSA NIKOLOVA

Leanify Ltd



Zornitsa Nikolova is a co-founder and managing partner of Leanify Ltd. – a company focused on Lean and Agile training, mentoring, and coaching. Zornitsa has an extensive experience in software product development both in large enterprises and at startups. Currently, she works as a trainer and a coach with companies and individuals who are looking to apply agile approaches to product development. In addition to her consulting practice, Zornitsa is engaging with startups as a co-founder and mentor. She teaches classes in Agile project and product management at the Software University, New Bulgarian University, and VUZF in Bulgaria.

Before her career as a trainer and coach, she worked at SAP as a development manager and before that as a Product Owner. Zornitsa holds an MA in International Relations, EMBA from Cotrugli Business School, and she is a Certified Scrum ProductOwner (with Scrum Alliance), a Professional Scrum ProductOwner (with Scrum.org), and an Associated Certified Coach (with the International Coach Federation).



## ABOUT ISPMA

The International Software Product Management Association (ISPMA) is an open non-profit association of experts, companies, and research institutes with the goal to foster software product management excellence across industries. ISPMA establishes software product management as a discipline in both academia and industry, and disseminates and maintains a Curriculum and a Certifiable Body of Knowledge (SPMBOK). The SPMBOK is documented in syllabi that are the basis for training courses and certification exams. The syllabi are available for free for all members. Training courses can be offered by commercial training providers and universities. Certification exams are conducted by independent certification agencies that issue the certificates on behalf of ISPMA. ISPMA also provides a platform for communication and exchange between its members, be it on conferences, in workshops and working groups, or on the internet.



## PRICING

### COURSE FEE

---

|                               |               |
|-------------------------------|---------------|
| Early Bird (until 15.09.2017) | Regular Price |
| 1800 EUR                      | 2200 EUR      |

### CERTIFICATION FEE (OPTIONAL)

---

130 EUR

*\*Listed prices do not include VAT.*

### DISCOUNTS

---

We are happy to offer corporate discounts. For more information, contact us at [office@leanify.com](mailto:office@leanify.com).

