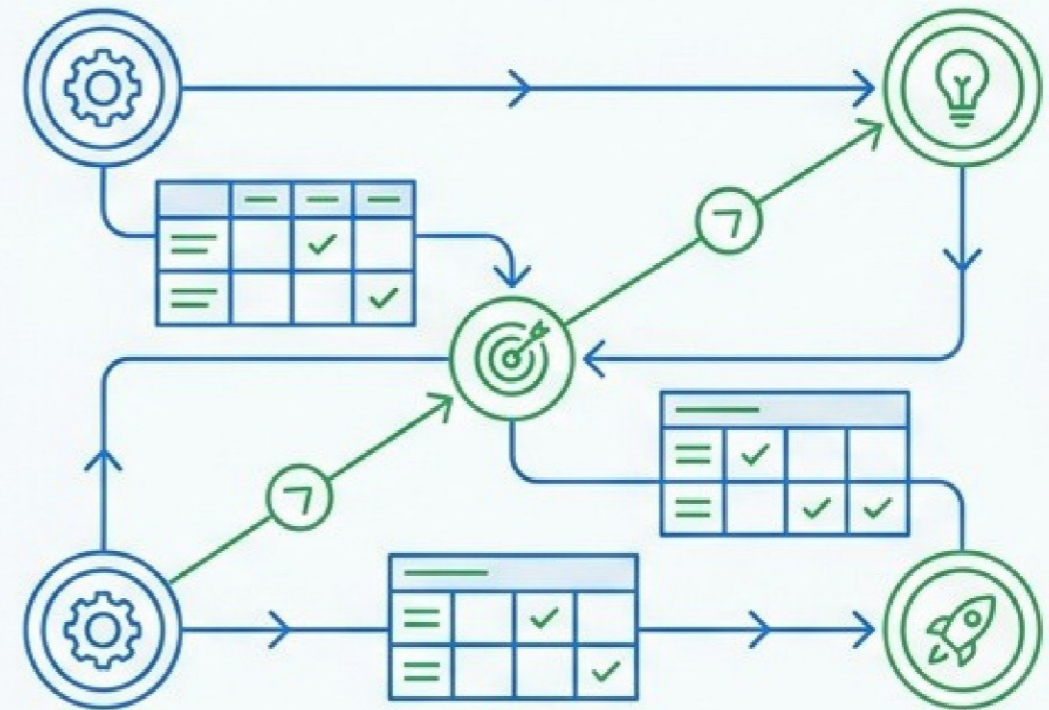


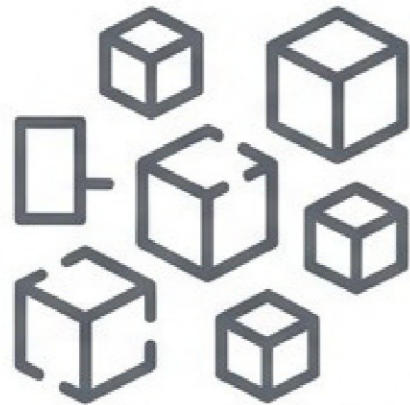
Corporate Product Strategy Training Course

Unlocks the potential of a team's product management capabilities. Empower professionals to conceptualize, plan, and execute effective product strategies based on market needs.



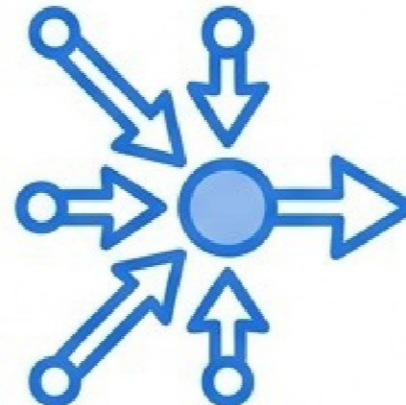
The Evolution Of Product Strategy Training

The Old State (Legacy Skilling)



Decentralized training administration, content update delays, and logistical complications across geographies.

The Turning Point (Unified Delivery)



An innovative, unified platform delivering expert instructor-led training anywhere, anytime.

The Outcome (Enterprise Scale)



Scale training 5x-10x, reduce admin overhead by 25%, and ensure consistent training quality globally.

The Anatomy Of Transformation



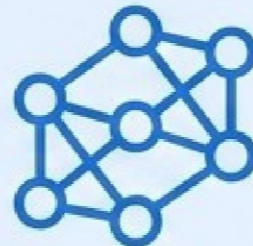
8 - 16 Hrs

Training Duration



Instructor-Led

Group Training



3 Modalities

Virtual, On-Site,
Off-Site



10,000+

Verified Trainers



Certified

Course Completion

The Capability Mastery Staircase

Prerequisite Foundational Knowledge

Basic understanding of product and strategic management principles to ensure baseline readiness.

Milestones Core Competencies

Mastery in product launch execution, data-driven decision making, and comprehensive market trend analysis.

Mastery Strategic Execution

Complete alignment with organizational goals and the creation of cohesive, long-term strategic roadmaps.

Three Pillars Of Strategic Execution

Foundation And Discovery

Product Strategy Creation, Product Discovery, Strategy Validation.

Building the historical perspective and aligning initial ideation with overarching business goals.



Frameworks And Metrics

Product Strategy Frameworks, KPIs And Strategy.

Utilizing structured analysis models and defining the key performance indicators critical to product success.



Lifecycle And Leadership

Product Vision, Life Cycle, Portfolios, Strategy Ownership.

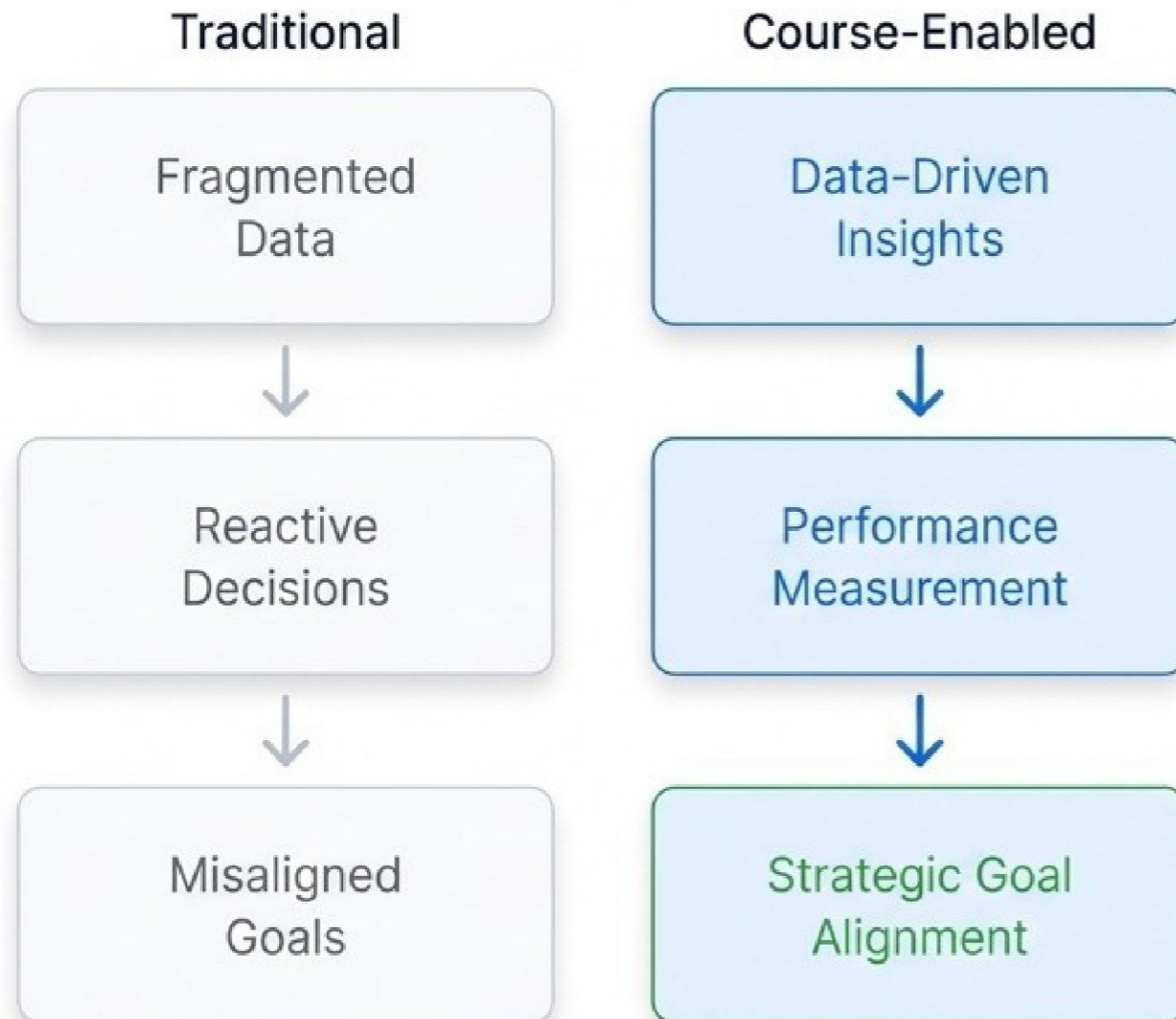
Managing platforms, communicating vision, and executing stakeholder management for sustainable growth.

Phase One: Foundation And Discovery



Phase Two: Frameworks And Metrics

The Execution Shift



Analytical Frameworks Mastered

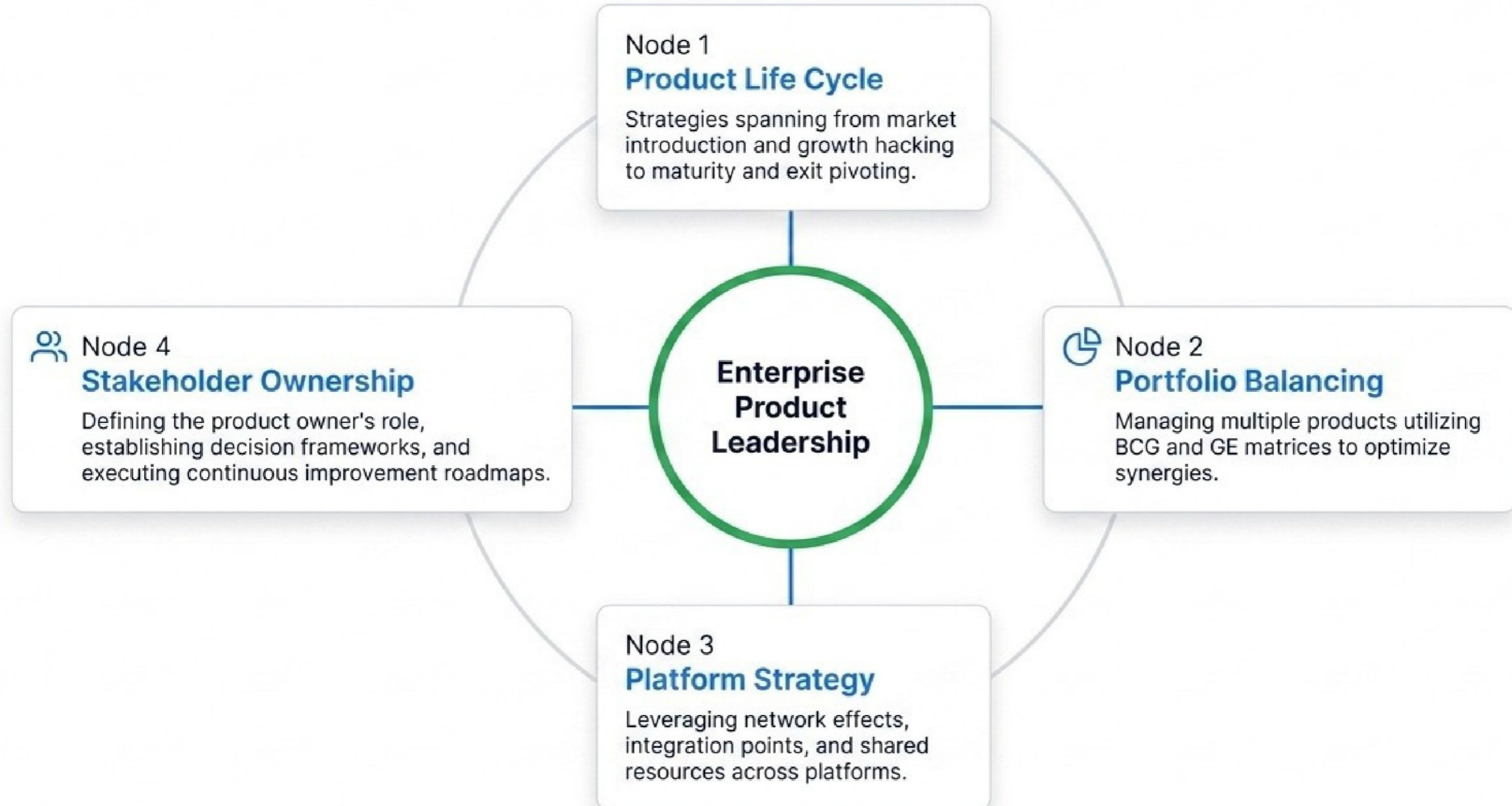
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

PESTLE Analysis (Macro-environmental factors assessment)

Blue Ocean Strategy (Value innovation and strategic canvas mapping)

Business Model Canvas (Customer segments and value propositions)

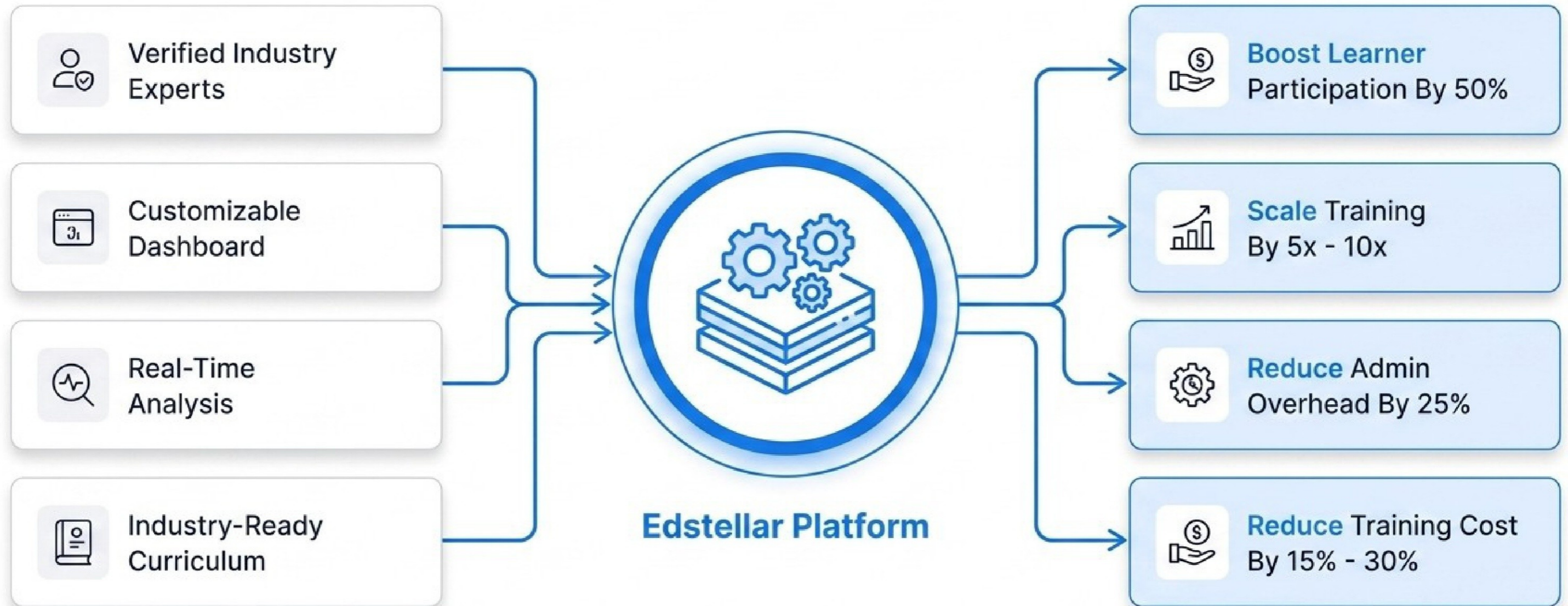
Phase Three: Lifecycle And Leadership



The Strategic Capability Matrix

Organizational Goal	Targeted Skillset	Measurable Outcome
Market Competitiveness	Market Analysis And Trends	Analyze landscapes to inform positioning
Maximum Sales Visibility	Product Launch Strategies	Implement effective launch marketing
Cohesion And Productivity	Goal Alignment	Align strategies with enterprise missions

The Enterprise Transformation Engine



Target Audience Alignment



Optimized Delivery Ecosystem



Virtual Live Instructor-Led

- ✓ Consistent training quality across global locations.
- ✓ Highly scalable for large groups of participants.
- ✓ Interactive tools to enhance engagement without travel.



On-Site Face-To-Face

- ✓ Immersive learning right in the comfort of your office.
- ✓ Tailored workplace environment for specific requirements.
- ✓ Direct interaction for immediate hands-on clarifications.



Off-Site Face-To-Face

- ✓ Distraction-free environments away from workplace dynamics.
- ✓ Improves team bonding and collaboration through activities.
- ✓ Boosts morale, reflecting commitment to employee development.

Proof of Impact

“This Product Strategy course was exactly what I needed to advance my career. As a Principal Change Manager, mastering practical applications has become crucial for my success. The in-depth coverage of expert-led workshops frameworks I use daily. My ability to architect solutions and solve complex problems has improved substantially.”

Coy Palmer

Principal Change Manager

Digital Innovation Platform

Boundaryless Skill Transformation



100+ Countries

Delivering scalable organizational learning globally across North America, Europe, Asia, and beyond.

10+ Languages

Training accessible in English, Español, 普通话, Deutsch, العربية, Português, हिंदी, Français, 日本語, and Italiano.

Initiate Your Team's Transformation



Edstellar Course Completion Certificate

Validate acquired skills, inspire ongoing learning, and drive organizational success with recognized credentials.

Plan your next skill transformation initiative with a leading corporate training service provider.

✉ contact@edstellar.com

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