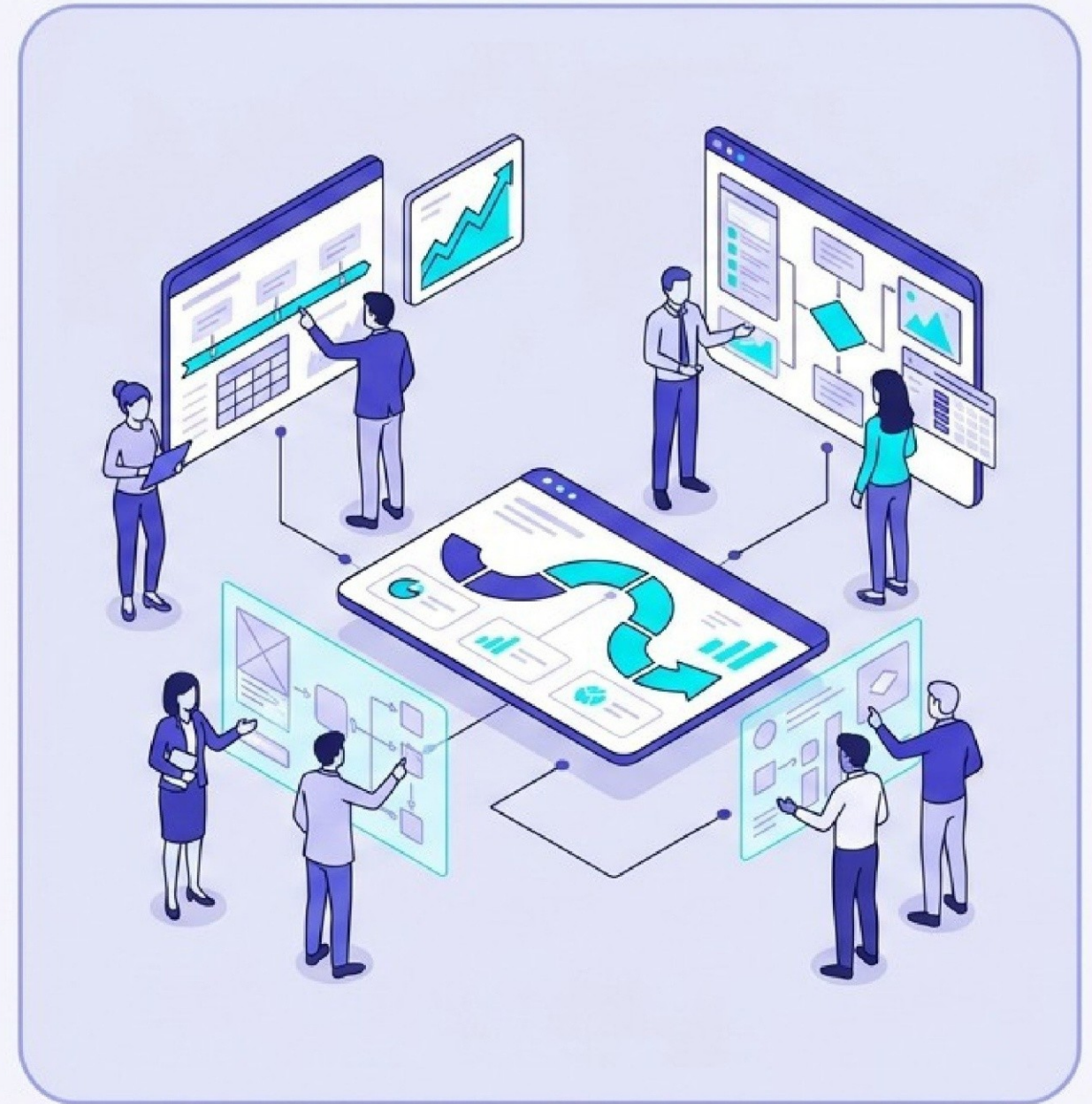


Digital Product Management: The Capability That Changes Everything

Empower your teams to effectively manage and strategize digital products, driving business goals and translating lasting capabilities into real performance gains.



The Skills Gap

Struggling to navigate the complexities of rapidly evolving digital technologies.

Misalignment between digital product strategies, business objectives, and user needs.

Inefficient product lifecycle management causing delayed time-to-market.

Digital Product Management Corporate Training

The engineered bridge combining traditional product principles with modern digital execution challenges.

The Business Output



Accelerated innovation integration.



Streamlined product development workflows.



Highly optimized, customer-centric product launches.



16-24

Hours of Training



Expert

Instructor-Led



3

Delivery Modes



10+

Languages Available



100+

Countries Reached

What Your Team Will Master

01

Innovation Integration

Seamlessly incorporate new ideas and technologies into existing systems to drive growth.

02

Process Streamlining

Optimize workflows to enhance efficiency, reduce waste, and drive cost-effectiveness.

03

Product Development

Create and improve products to meet market needs, driving business growth and customer satisfaction.

04

Adaptability

Adjust to new conditions and challenges, enabling effective problem-solving in dynamic environments.

05

Strategic Product Management

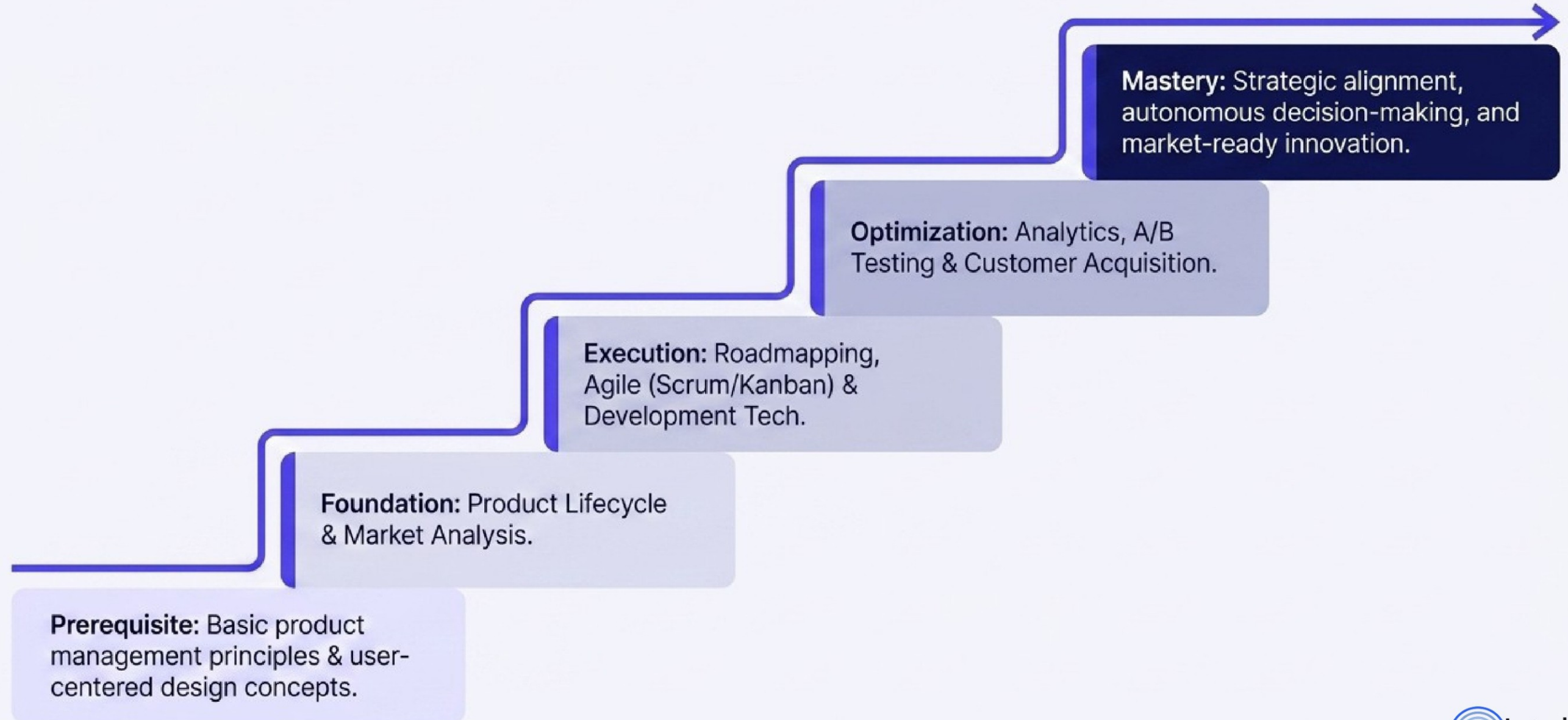
Align product development with business goals, market needs, and customer insights to maximize ROI.

06

Customer-Centric Design

Focus on user needs and experiences to foster user satisfaction and loyalty.

From Foundation to Mastery: The Learning Arc



Curriculum Architecture: Three-Phase System



Curriculum Deep Dive: The 8 Modules

Mod 1: Intro to Digital PM

- Defining the Role
- Product Vision
- Career Path & Skills

Mod 2: PM Basics

- Product Lifecycle
- Market Analysis
- User-Centered Design

Mod 3: Product Planning

- Product Strategy
- Roadmapping
- Agile Methodologies (Scrum/Kanban)

Mod 4: PM for Web & Mobile

- Platform Considerations
- User Acquisition (SEO/ASO)
- Mobile Monetization

Mod 5: Project Management

- Project Lifecycle
- Team Collaboration
- Risk Management & Contingency

Mod 6: Internet Tech

- Web Dev Basics (HTML/JS)
- Backend & Databases
- Emerging Tech (AI/Blockchain)

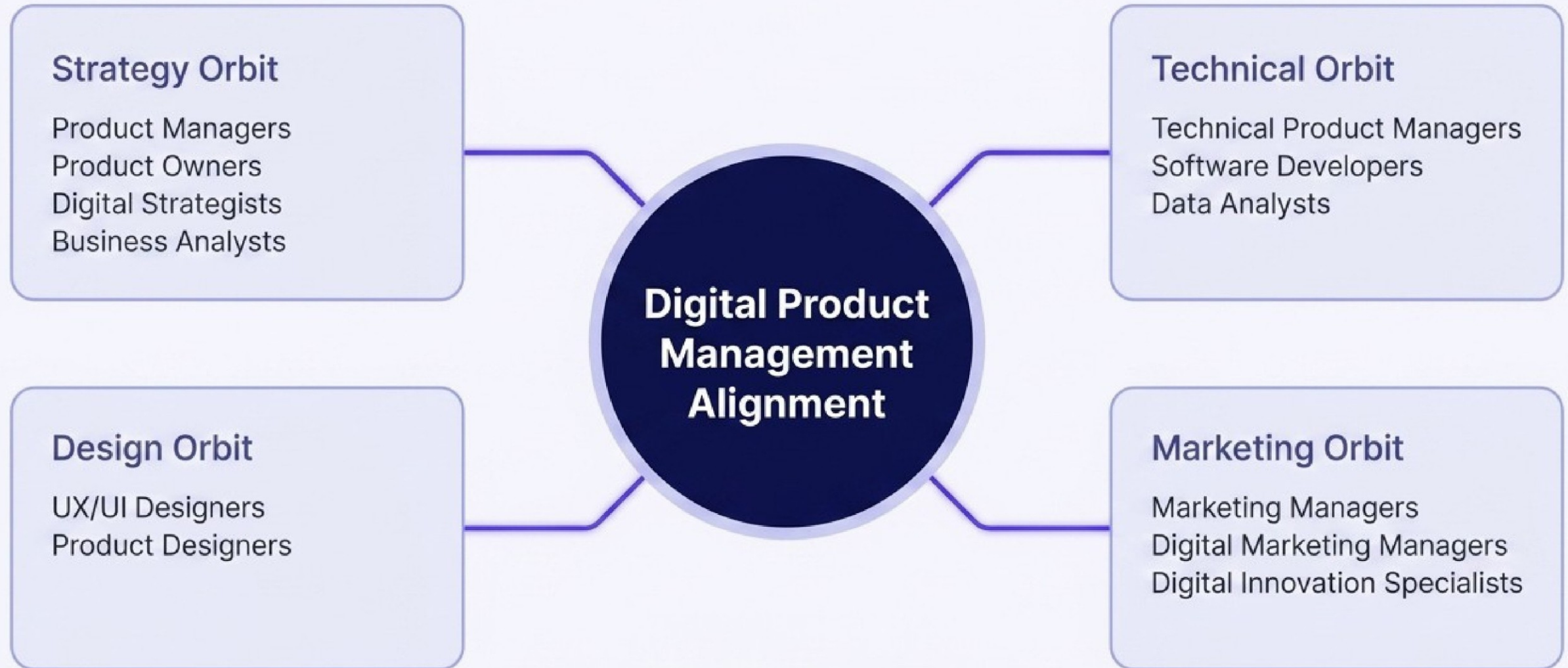
Mod 7: Analytics

- Tools & Data Viz
- User Behavior (Funnel/A-B Testing)
- Metrics & KPIs

Mod 8: Marketing

- Digital Marketing Strategies
- Customer Acquisition
- Marketing Analytics & ROI

Who Is This For? The Cross-Functional Orbit



Unifying diverse roles under a single, customer-centric product methodology.

Delivery Mechanics: Built for Your Reality

	Virtual Live	In-Person On-site	In-Person Off-site
Engagement Mechanics	High via interactive tools.	Deep face-to-face interaction. ✓	Maximum immersive engagement. ✓
Environmental Control	Learn from own space. ✓	Tailored to your specific office setup.	Distraction-free away from daily operations. ✓
Scale & Teambuilding	Unlimited scale across global nodes. ✓	Strong cross-desk collaboration.	High team bonding and morale boosting. ✓

Global Scale, Local Context

Seamlessly deploy standardized, high-quality digital product training to your entire global workforce without compromising on local relevance.

100+ Countries

10+ Languages

English, Español, 普通话, Deutsch, العربية, Português, हिंदी, Français, 日本語, Italiano.



Enterprise Licensing & Packages

Starter

Tailored for SMBs

120 Licenses.

64 hours of group training
(VILT/On-site).

[View Package](#)

Most Popular

Growth

Ideal for growing SMBs

320 Licenses.

160 hours of group training.

[View Package](#)

Enterprise

Designed for large corporations

800 Licenses.

400 hours of group training.

[View Package](#)

Custom: Unlimited licenses and duration available.



Experienced Trainers

Practical, impactful training delivered by industry veterans.



Quality Assurance

A strong track record of maintaining high engagement and uniform outcomes globally.



Industry-Relevant

Curriculum continuously tailored to current digital market demands.



Deeply Customizable

Content adapted precisely to meet unique organizational goals.



Comprehensive Support

End-to-end pre- and post-training support for a complete learning loop.



Multilingual Capabilities

Training localized to cater to diverse and globally distributed teams.

Proof of Impact

“Edstellar’s Management training programs have greatly improved our teams’ ability to lead with clarity... driving measurable improvements in overall business performance.”

Meera Rao, HR & L&D Head, A Global Services Company

“Attending the Digital Product Management training was transformational... My productivity and technical capabilities have increased dramatically since applying these concepts.”

Barrett Ferguson, Principal Portfolio Manager, Strategic Management Company

The Ultimate ROI: Certified Mastery

Upon successful completion, teams receive a recognized Edstellar certification. This credential serves as a powerful motivator, validating acquired skills and ensuring individuals are primed to drive organizational success.



Validated Skills



Immediate Performance Gains



Ready to transform your product organization?

Email: contact@edstellar.com

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