

## SAMPLE PROGRAM OUTLINE – INVESTMENT PRODUCT EXCELLENCE AND INNOVATION “BOOT CAMP”

Phase I: Current State	Phase II: The Product Plan	Phase III: Selling to Stakeholders	Next Steps
Session I	Session II	Session III	Evaluation & Follow up
Potential Pre work: <ul style="list-style-type: none"> <li>Establish baselines and benchmarks</li> </ul>	Potential Pre work: <ul style="list-style-type: none"> <li>Individual product and/or complete product line planning</li> </ul>	Potential Pre work: <ul style="list-style-type: none"> <li>Product launch planning</li> </ul>	30, 60, 90 days, 6 months Other timeline as appropriate
Potential Topics: <ul style="list-style-type: none"> <li>Market trends and data (We are delighted to partner with the <a href="#">FUSE Research Network</a> for this category of content)</li> <li>Product management skill development</li> <li>Orientation to the product management cycle and process</li> </ul>	Potential Topics: <ul style="list-style-type: none"> <li>Effective use of a product P&amp;L</li> <li>Product lifecycle management</li> <li>Inputs to the product management process</li> <li>Product v. product line management</li> </ul>	Potential Topics: <ul style="list-style-type: none"> <li>Plan evaluation &amp; implementation</li> <li>Information requirements, organizational obstacles</li> <li>Selling the product to sales people (We are delighted to partner with the <a href="#">Oechsli Institute</a> for this category of content)</li> </ul>	Objective: <ul style="list-style-type: none"> <li>Assess training effectiveness with product management staff and with key stakeholders</li> <li>Longer term, assess improvement in product line profitability and other relevant measures</li> </ul>