

**ONLINE-SEMINAR FROM
10.03.2021**

**DIGITAL PRODUCT
MANAGEMENT**
SUCCESSFUL DIGITAL
PRODUCTS IN VUCA WORLD



DIGITAL PRODUCT MANAGEMENT

LEARN - UNDERSTAND
EMPATHIZE - EXPERIENCE

In 2020, the term VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) has become more realistic than ever. In such a world, building the products in an agile way and understanding both the customer and the team dynamics is critical for a successful path. Learn, understand, empathize, and experience the product management process with Design Thinking, Agile, and Lean Startup principles and practi-

- What is Product Management? Where do Product Ideas come from?
- How is it possible to manage products in VUCA world?
- How is Design Thinking linked to Product Management?
- How do Agile Teams deliver services and products?
- Why is backlog an important part of Agile Product Management?
- Why should product managers act like a Startup CEO?
- How to set up and use metrics for the products?
- Failure in product management and road to success

We will work on and answer these questions together. In addition, we will face your individual challenges. In individual coaching and in dialogue.

DESCRIPTION

In today's VUCA world, the way to lead the digital products to the path of success, a combination of the following is critical;

- Design Thinking
- Agile
- Lean Startup

Design Thinking approaches and practices focus on understanding the real customer and solving the real problems whereas **Agile Mindset** is the ability to deliver the products and adapt to changes and **Lean Startup** is a guide to understand growth and pivot.

We will have a basic understanding of each, experience different practices and develop straightforward Digital Product Management way.

OBJECTIVE

The goal of this seminar is to experience building and managing a digital product and understand the different approaches of Design Thinking, Agile, and Lean Startup.

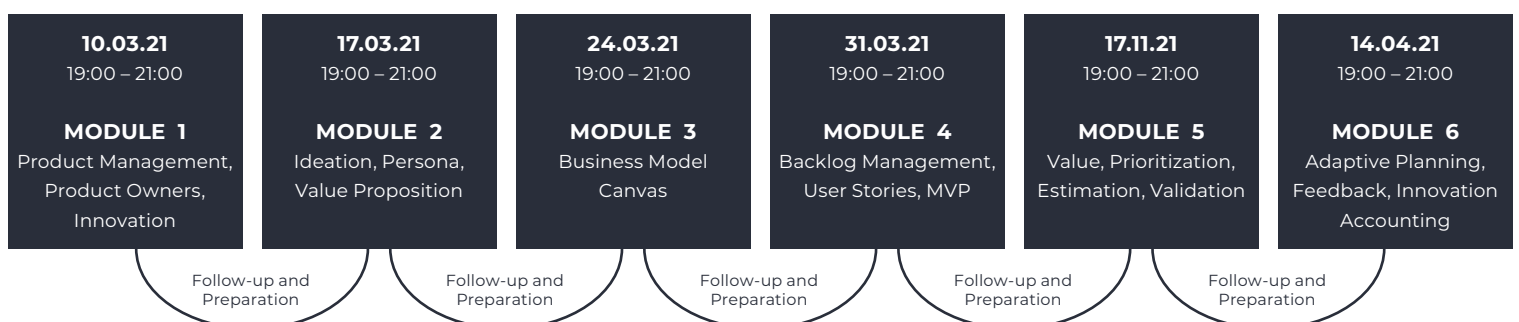
Participants will learn which practice fits to which point in the product lifecycle and how the critical characteristics of these approaches be applied for success.

METHODS

We use different methods to learn by practicing, combine it with knowledge and spend better time with gamification, including;

- Group work
- Collective and detailed feedback
- Combination of knowledge and practicing
- Gamifying

INTERACTIVE ONLINE-FORMAT WITH INDIVIDUAL COACHING



INDIVIDUAL COACHING FOR EACH PARTICIPANT (1 X 60 MIN.)

TRAINING PARTNER



Business Coach / Partner fable+

Gabriele Gerbrecht has many years of management experience as Vice President in the pharmaceutical industry. She has led large organizations and been responsible for transformation projects. This includes the development of a global service organization as well as numerous international business and IT projects. As a trained Business and Agile Coach, she has extensive experience in digital transformations of global organizations and in the area of international cooperation.



Director Agile Coaching fable+

Cihangir Ertaban is an experienced coach who supported IT and non-IT teams in Telco, Chemical, Banking industries. He worked with over 100 different teams delivering enterprise applications, financial solutions end user digital products reaching over 100 mio users. He gave Agile Software and Product Development lectures in a university and is still going with his PhD studies.



Director Agile Coaching fable+

Florian Schmidt is an expert for people in digital transformation projects. His main focus of activity is the development of individuals and teams in large corporations. He was in charge of the digital transformation of a technical service provider for public law media as well as the development of a platform in the insurance sector. He has been and still is active as an executive in large corporations and start-ups.



Duration and Format

- Online-Seminar with 6 x 2 hours
- Common and individual exercises
- 60 Min. individual coaching

YOUR VALUE

High Practical Relevance

You get to know case studies and apply what you have learned directly. This means that after the seminar you will start with the practical implementation in your company or for a case.

Ideal Networking

You network with others and exchange information. That means that you build a valuable network that you can fall back on.

Use of Current Methods

We use Action Learning as a current didactic method. You can use these practice-oriented tools directly in your everyday work.

Experienced Trainer

We have a team of over 20 experienced trainers, including English native speakers.

Individual Design

We offer you individual in-house trainings if required. Daniel Schallmo and our team will design these for you using the latest didactic methods.

CONDITIONS

YOU RECEIVE

- An interactive online-seminar
- A Handout (pdf and print)
- Extensive additional materials (publications, templates)
- An individual coaching (60 min.)
- A certificate of participation

YOU NEED

- 6 weeks with approx. 4h/week each, 2h/week for online seminar and 2h/week for preparation and follow-up
- A PC or notebook with a reliable WIFI connection
- A headset and a camera

THE ONLINE FORMAT GIVES YOU ADDITIONAL BENEFITS

- No travel time
- No travel expenses
- No loss of earnings
- Comfortable participation and qualification from home

YOU INVEST

1.690,- €
(plus VAT)

EARLY-BIRD

1.479,- €
(plus VAT)

For bookings and payment by **10.02.2021**

WE ALSO OFFER THIS WORKSHOP IN-HOUSE AT OUR PREMISES. FURTHER INFORMATION CAN BE FOUND [HERE](#)



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WE ALSO OFFER OTHER WORKSHOPS AND WEBINARS

fable+ Landscaping+

Landscaping+ is an innovative format from the field of post-agile organizational development that improves team collaboration. It promotes transparency and trust within the team by visualizing internal team dynamics and viewpoints through landscape images and animal figures. This ensures mutual understanding, increased appreciation and helps to reflect on one's own perceptual structures. A one-day workshop with the entire team under the guidance of one or two certified landscapers Coaches is the standard form of landscaping.

Psychological Safety

How do you determine what drives a team to peak performance? Contrary to widespread opinion, the performance of a team is not primarily determined by skills, experience, background, grades or personality of the individual team members or the leader. In fact, leading companies such as Google and Microsoft (supported by the latest research from Harvard Business School) focus on psychological safety as the most important factor in predicting team performance. In this seminar you will learn what psychological safety is, what happens without it and how to create a psychologically safe environment.

High Performing Digital Teams

The success of any digital transformation strongly depends on the development and learning ability at individual and team level.

The online seminar is dedicated to the challenge of how teams can meet the increased demands of digitalization. Participants will take different perspectives, discuss them and work together on them. In this way, the question is answered jointly but individually:

How can I, as a manager/coach, form a high performing team and support it in the change process?

