



RETHINK PRODUCT MANAGEMENT

Using SCRUM 2020 with Lean & Design Thinking

Prudential's Signature Agile Product Management Masterclass to Drive Product Innovation, Delight Customers & Deliver Business Results.

Head Office: # 2, 1st floor, Ahmed Center, I-8 Markaz, Islamabad

☎ (+92) 0323 / 0333 7783765 📞 (+92) 051-8488701-02 🖨 (+92)-051-8441085



Prudential Solutions (Private) Limited
Digital Age Business-Driven Technology Management Advisory

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PROGRAMME OVERVIEW

Learn to Lead & Grow your Product with Prudential's Signature Agile Product Management Coaching Program. Agile Product Management Coaching Program will help your teams and organization to adopt an agile way of working and learn the core skills necessary to build the successful product and organizations

KEY LEARNING HIGHLIGHTS

- Agile Product Management Frameworks
- Agile Yoga for Product Innovation Mindset
- Design Thinking for Product Design & Innovation
- 1 Hour Product Design Challenge (Class Challenge)
- Market Analysis (Need, Segmentation & Competition)
- Product Strategy & Roadmap with Marketing Analytics
- Understanding SCRUM For Agile Product Development
- Industry-Specific Agile Product Development Case Studies
- Practical Walk-Through of Product Management Using SCRUM
- On-Boarding and Managing Agile Team for Product Development
- Project to Product Management Career Role Transition Coaching

WHY US?

- 10+ Year Experience
- Industry Niche Expertise
- Well Defined Methodology
- Industry Experienced Trainers
- Committed to Quality Learning
- Post-Training Coaching Advisory

SPECIAL TEAM COACHING OFFER

- Agile Transformation Advisory
- Product Specific Team Coaching
- PM Tool Selection & Setup Advisory
- Product Management Career Coaching
- PM Certification Advisory

PROGRAM INCLUDES:

- Training Manual & Workbook
- Product-Specific Case Studies
- Product Design Challenge Pack
- Product Management Templates
- Product Management Career Toolkit

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MASTERCLASS PROGRAM CONTENT

Agile Product Management Masterclass



Agile Product Management Masterclass is a two-day training Bootcamp to Understand how we integrate Lean, Design Thinking and Agile in Product Management and drive product innovation, delight customers & deliver business results.

Understanding Agile, SCRUM, Lean, Design Thinking & Product

Module 1: Understanding Agile & Agile Yoga for Product Innovation Mindset

Module 2: Understanding SCRUM 2020 for Product Development

Module 3: Understanding Design Thinking for Product Design & Innovation

Module 4: One Hour Product Design Challenge (Team Challenge)

Understanding Agile Product Management

Module 5: Understand Product Development & Product Management

Module 6: Agile Product Management and Development Lifecycle

Module 7: Agile Product Strategy & Product Management Planning

Module 8: Role of Startup Founder & Team (Product Owner/Manager & Dev. Team)

Module 7: On-Boarding & Managing Agile Team for Product Management & Development

Module 9: Agile Project & Product Management Using TRELLO/JIRA

Module 10: Product Specific Agile Product Development Case Studies

Practical Walk-Through of Agile Product Management Using SCRUM 2020

- Develop Product Vision, Roadmap, Release Plan & Product Backlog
- Agile Business Analysis & User Stories Development
- Agile Estimation, Product Timelines and Release Planning
- SCRUM Events & Ceremonies Execution (Role-based Simulation)
- Product Strategy, Roadmap & Backlog Grooming through Analytics
- Agile Product Progress Tracking, Metrics and KPIs
- Product Postmortem & Team Celebration

Who Should Attend?

- Product Managers / Product Owners
- Startup Founders & Management Team
- Project Managers and Business Analysts
- Product Development Team and Managers
- Anyone Interested in Product Management Career



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REGISTRATION FORM

AGILE PRODUCT MANAGEMENT MASTERCLASS



Name: _____

Organization: _____

Contact Number: _____

Email: _____

Address: _____

PROGRAM VENUES & LEARNING INVESTMENT

ISLAMABAD

Sat 28- Sun 29, May 22

LAHORE

Sat 25- Sun 26, June 22

KARACHI

Sat 23- Sun 24, July 22

ONLINE CLASSES (ZOOM)

TBA

Onsite Learning Investment

Rs 29,500/-

Special Discount for
Group & Startup Team

Online Learning Investment

USD 150 / PKR 24,000/-

Modes of payment:

1 Jazz Cash

2 Online Bank Transfer

3 Cheaque (In Favor Of
Prudential Solutions)

Please send an invoice to
my Organization

Send your registration form at any of the below mentioned channel:

📞 Whatsapp: **+92-333-7783765** 📠 Fax: **+92-51-8441085** ✉ Email: **trainings@prudsol.com**

📍 Address: **PRUDENTIAL-PACS OFFICE # 27 2nd FLOOR, PAKLAND CITY CENTER, I-8 MARKAZ ISLAMABAD**

Registration & Payment

Please complete the registration form on the given page and send it back to us with your desired payment mode. Please feel free to contact us for further details.

ABOUT US:

Prudential Solutions (Private Limited) Is A Technology Management & Enterprise Learning Advisory Firm Founded in 2011; is helping organizations to solve their complex technology-driven business issues & challenges for operational excellence, business growth and enterprise success.

UPCOMING PROGRAMS

- AGILE LEADERSHIP MASTERCLASS
- 5D PRESENTATION MASTERCLASS
- ENTERPRISE PROJECT MANAGEMENT MASTERCLASS
- BPR (BUSINESS PROCESS REENGINEERING) MASTERCLASS

OUR CLIENTELE:

Prudential having 10 Years of Corporate Training & Coaching Experience with Leading Corporate Organization. TELENOR, JAZZ, ZONG, TPL, ELIXIR, PRAL & Other Public/Private Sectors



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