

The Data-driven Product Manager – Pendo Optimization Workshop

1. About the workshop

Everyone working on product teams are trying to achieve the same goal – deliver products and services that address customer needs (jobs) in a way that delivers value to the customer and results in a profitable and scalable business model. But that is hard to do. It requires a deep understanding of what customers are really trying to do and the outcomes they care most about so that you can make informed product and feature decisions that focus on customer outcomes. It requires being data driven; with a metrics mindset. And it requires ongoing learning and analysis of customer behavior so that you can continue on course or iterate as required. This workshop will cover best practice frameworks for helping product teams create products that customers value. It provides real and tangible hands-on training related to understanding and applying product management best practices.

Outcomes for participants:

1. Understand key concepts of the Jobs-to-be-done framework and apply/discover how to identify Jobs-to-be-Done (JTBD) for driving customer value and key outcomes.
2. Understand key steps to follow for achieving product-market fit
3. Understand key metrics to track, and improve upon the product experience.
4. Understand how to use in-product data to accelerate user behavior - focus on product management JTBD to drive product adoption as well as user retention.
5. Leverage and apply the learning to using Pendo to optimize the customer offering

2. Why we are offering it

To be successful, product managers need to build features and products that customers love and can't live without. It's challenging in today's world of rapid SaaS releases. Product managers have more data available than ever before - with qualitative and quantitative information from many sources – yet don't necessarily have the right data to assist in making roadmap decisions.

1. In order to create features or products that customers love and can't live without, product managers need to observe and capture customer data before they build.
2. Once built, they need to analyze and guide customer behavior to deliver ensure delivery of customer value, and meet customer adoption, retention and use goals.

3. What participants have said

1. I wanted to share that I've received nothing but glowing feedback about our time together. This workshop was supremely beneficial for our team, and changed the way we will approach our jobs, every day. Understanding and implementing these approaches to product management will improve our use of, and ROI from, Pendo. You greatly exceeded my expectations, and that of my team. - Katy Smith, Product Leader, PeopleAdmin
2. I have to thank you for a great session! We all learned something new. - Miguel Pinto, Product Manager, BitSight Technology
3. The content was valuable and on point. - Wes Gillette, Director, Product Management, LexisNexis

4. Loved the content on "good" metrics, I think that is a very valuable topic and most don't do a good job explaining or no job at all. Loved the content on becoming industry aware, there are many great ways to learn an industry. The hierarchy of value was great, I'm going to look at that deeper so I can incorporate into my work. Jobs to be done was awesome - Bryan Campbell, VP Product Management, iProTech