The Data-driven Product Management Boot Camp

Today product managers have more data available than ever before; with qualitative and quantitative information from many sources. And with the rapid pace of SaaS development, product managers have to be agile, and make product decisions quickly. The challenge becomes making the right product decisions based on all of that data.

This workshop focuses on helping PM teams leverage frameworks and tools to understand customer data. This leads to making better product decisions and delivering ongoing value to users.

The workshop addresses 4 areas of product management best practices:

1 **Understand the customer** - look for opportunities to capture more customer insight, with a focus on driving customer value and key outcomes.

2 **Have a metric mindset** -understand key metrics to track, understand, and improve upon the product experience.

3 **Prioritize roadmap and feature decisions** - continue to deliver value based on qualitative and quantitative data from your users.

4 **Use in-product data to accelerate user behavior** - drive product adoption as well as user retention.

pendo

Agenda

9:00-10:45

Intro
Values and features
Frameworks for delivering value
Product Management jobs-to-be-done
Your insights - customer, product, metrics

11:00-12:30

Getting deep customer insight
Qualitative and quantitative data and methods to capture
Taking a jobs-to-be done approach to customer insight before you build
Best practices for getting customer insight after you build

1:00-1:30

The importance of tracking key business and product metrics
Metric mindset and alignment
Product related KPIs
KPIs used at Pendo

1:30-2:15

Using in-product data and guidance for PM Jobs to be Done
Introduce new features
Accelerate feature adoption, trial conversion and onboarding
Continuous engagement

2:30-3:30

Applying what we covered to your Pendo instance
Product analytics recommendations
Product guidance recommendations
Customer surveying recommendations

"JTBD in action. I was aware of the concept but had no idea how to use it in my job. This has revolutionized the way I will approach articulating my product vision, defining features that support that vision, empowering go-to-market activities to sell that vision, and of course measuring the success of those features."

- Katy Smith, PM PeopleAdmin