

Requirements That Work™

Align your teams. Build better products.

Requirements That Work teaches you to walk the fine line between a robust feature set and a realistic timeframe for delivery by prioritizing and planning based on market facts. It builds communication bridges between product management and development to provide a better understanding of who the product user is and what they're trying to accomplish. Whether your teams practice an iterative development process like Agile or a traditional Waterfall process, this proven method helps them deliver products that resonate with the market.

► Who should attend?

Product management professionals who are responsible for writing and prioritizing requirements, and their design and development counterparts who receive and act on the requirements.

Included templates & worksheets

- *Roles for Effective Product Teams*
- *Personas*
- *Requirements That Work*
- *Prioritization Worksheet*
- *Market Problems Table*
- *Requirements Document*
- *Product Plan*

Requirements That Work

(US dollars—per person)

1 DAY → **\$995**

Take with Practical Product Management® and save \$395





Requirements That Work

I

Connect Strategy to Execution

Learn to drive the execution activities in design and development, so the product fully supports the company's strategy. Use market data to better align the organization and work more cohesively with development, regardless of current methodology.

II

Build Enlightened Teams

Empower product management to focus on the "what" and development to focus on the "how" of building better products by clearly defining roles and responsibilities.

III

Create Requirements that Work

Friends build products; enemies only build documentation. Deliver clear context to development by providing streamlined documentation on who to build for and what problems to solve.

IV

Prioritize Requirements Effectively

Learn objective and repeatable methods for using market data to drive priorities. Gain an understanding of which components of that data drive the most value. Discover the importance of validating requirements from both internal and external sources.

V

Get the Product to Market

Product management and development learn to work more cohesively to enable user design, development and testing. Improve product roadmapping and organizational readiness efforts and learn to bundle requirements to deliver remarkable releases.



I'VE LEARNED ASPECTS OF CREATING REQUIREMENTS THAT I CAN IMPLEMENT TOMORROW – THESE WILL HAVE AN IMMEDIATE IMPACT ON PRODUCTS NOW IN DEVELOPMENT. ”

–William F. Smoldt
VP Research & Development,
STORserver Inc.