

# Requirements That Work™

*Develop successful go-to-market strategies for your product*

The *Requirements That Work*™ seminar teaches a repeatable method for creating product plans that product managers can write and developers readily embrace.

Learn how to be effective when prioritizing and organizing market requirements in an iterative world or one with a more traditional, step-by-step process.

*It is recommended, but not required, that Practical Product Management is taken prior to Requirements That Work.*

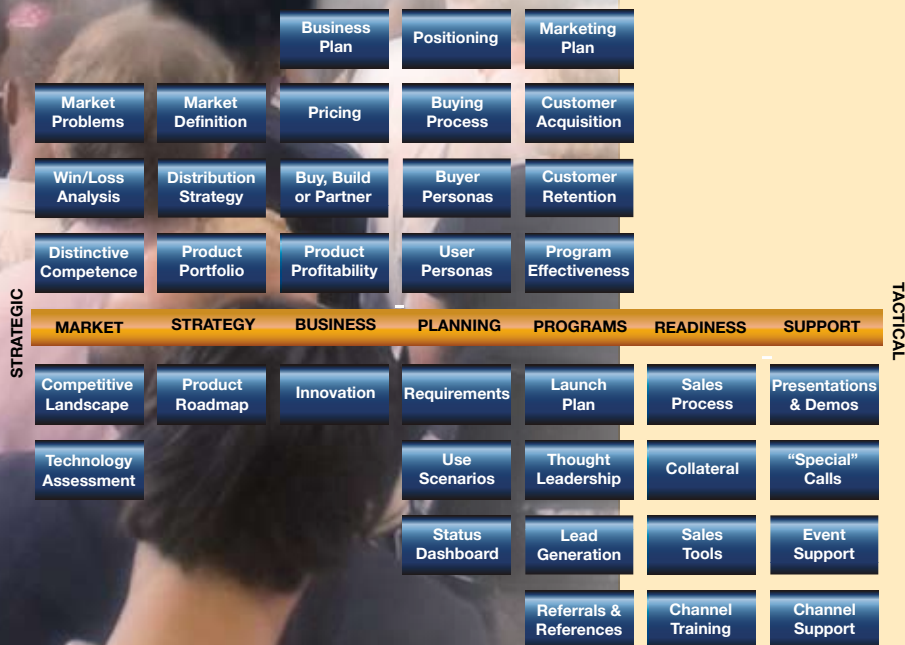
## Who should attend?

Product managers who are responsible for defining and delivering technology products. Technical product managers get more from this seminar when trained with their counterparts in product development.

## Included templates & checklists

- Roles for Effective Product Teams
- Personas
- Requirements
- Impact Scale
- Market Requirements
- Product Contract

**\$995** (US) per person



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# Requirements That Work™

## I. Effective Product Teams

In most industries and occupations, roles are clearly defined. However, technology product teams are frequently in conflict because roles are unclear in the delivery process.

Prioritizing and defining a product to best meet market needs is the responsibility of the product manager. But who collects requirements and who writes specifications?

### Topics Covered

- Stumbling blocks
- The design dilemma
- Roles for effective teams
- Techniques for protecting the team

## II. Requirements

Product managers need to communicate market problems to Development in a meaningful way. Information that appears to be detailed to Marketing does not seem detailed enough for Development.

When asked by developers for more specifics, product managers should articulate the intent and context of the market requirement.

### Topics Covered

- Why traditional requirements don't work
- Where do requirements come from?
- Writing requirements that work

## III. Prioritizing Problems

Successful products require market input.\* The planning team must balance input from customers, evaluators and future prospects to create products that sell. Successful prioritization considers the market, and supports communication to internal audiences.

Prioritizing problems with quantifiable market information reduces debate and helps get everyone working from the same understanding.

*\* How to solicit the right input from the right segments of the market is discussed in the Practical Product Management seminar.*

### Topics Covered

- Affinity mapping
- Manage market evidence
- Prioritizing and grouping for success

## IV. Planning a Release

Product managers can help increase the efficiency of the product team. When requirements are well-written and organized appropriately, the team gets moving quickly and accomplishes more.

Issues corrected in the requirements phase are far less expensive than those found later in the process.

### Topics Covered

- Organize and prioritize
- Communicating deliverables
- Product contract
- Organizational readiness
- Product roadmap tips



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