

WORKSHOP IN STRATEGIC MARKETING AND PRODUCT MANAGEMENT

- ALIGNING CLIENT NEEDS WITH YOUR TECHNOLOGY SOLUTION
- DELIVERING CUSTOMER DRIVEN PRODUCT MARKET FIT



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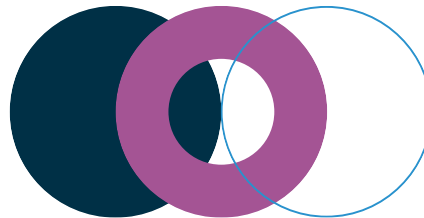


Early-stage companies are often led by strong founders with a clear vision of where they want to be – they are not afraid to take risks, they see the bigger picture and they have the ability to lead others to make their vision a reality.

As your company grows the CEO or Founder can sometimes move into a different role or become more focused on core business development, leaving less time for driving an individual product or portfolio strategy.

Scaling an organisation by introducing product management helps to align all the key stakeholders around a common vision. Product Managers make decisions that balance market demand, technical feasibility and return on investment – they need to be the gravitational force that pulls everyone together to drive the organisation's strategic objectives.

The Workshop in Strategic Marketing and Product Management will help you and your company align your client needs with your technology solution, delivering customer-driven product market fit.



- Creating scalable and repeatable market opportunities for your company's products or services, focused on your customer's needs.
- Driving future revenue growth through the continued progression of innovative ideas in a strategic way.
- Enabling senior leaders to allocate the finite set of business resources to projects that will drive maximum return on investment.
- Adopting a strategic rather than tactical approach to product and market development.
- Differentiating your business and its products in a competitive landscape.

Why join this workshop?

Enterprise Ireland has designed this workshop in response to the many questions asked by export focused clients:

- As markets continue to rebound, client needs are very different – are you moving to meet them? Do you understand how to identify the forces driving the market and have a clear strategy?
- Decisions around strategic investments in new and existing products or services (whether digital or otherwise) are high on the agenda. How can you be sure you are investing in the right market opportunities?
- Is your company strategy based on a clear roadmap of market opportunity? Who owns this roadmap and how can you test the market to make sure you are going in the right direction?
- Many companies have multiple products, but which are the most profitable, and which are

in decline? Which products and services are most likely to lead to export success?

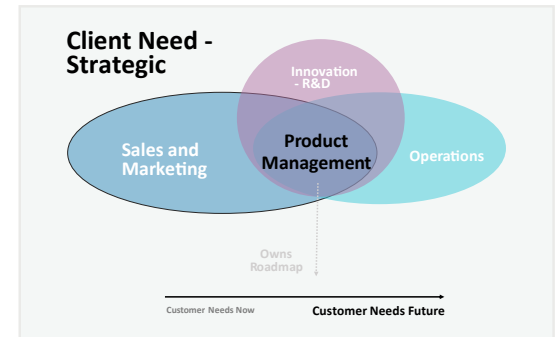
- You've a talented team - but are they aligned? Do Sales, Marketing, Operations, Engineering, and Innovation work in silos and do they have common skills and tools to understand each other's work?

Adopting Product Management to start and scale your business

- Product management aligns Sales, Marketing, Engineering and Operations around a market focused product strategy and roadmap.
- The roadmap is strategic – the team works together to identify where future market(s) will be, and map steps for the company to meet these future client needs.
- Strategic use of digital is a key feature of most roadmaps. Early testing of this roadmap will validate

these digital investments and increase the chance of successful execution.

- Delivering the roadmap needs ownership. Product ownership may start with the CEO, and transition to a full-time product management position – with the option of different team members growing into this role, acquiring the necessary digital and wider business skills.
- Most companies will have multiple products, at different stages of the lifecycle. Market changes and the digital transition will force some into decline, it is important to identify now profitable gaps and how to fill them.



Workshop Overview



- Senior managers in R&D, HR, Operations who are looking to align their function, and the entire business to a winning sales and market driven approach.
- Engineers who want to ensure their projects successfully meet the market needs or who want to drive alignment across the business.
- Sales and Marketing Directors, responsible for identifying and winning new market opportunities for the business - especially those seeking to position and differentiate their products in a competitive landscape.
- Leaders from Startups and HPSUs looking for a market focused approach to strategy development as they start and scale their business focussed strategy.
- IT and Finance professionals, looking to justify the return on strategic digital investments.

Who should attend

The workshop is suitable for all companies looking to better understand and deliver their current and future client needs. In line with Enterprise Ireland's focus, the workshop is particularly relevant to those companies looking to secure and scale export sales:

- Established CEOs looking to scale their business by understanding future market opportunities, and to align their team around a market focused roadmap.

While individuals can benefit from joining the workshop, we find that it is even more effective if up to three people from a company join (including CEO, Head of Sales, Technical, Engineering or Operations). Smaller companies will find these roles combined, and the workshop is also suitable for people who are growing into these roles.

OUTCOMES

By the end of the workshop, you and your team will:

Day 1



Acknowledge the pivotal role of Product Management in helping your business to scale and attract investment.



Understand the importance of capturing and assessing market insights to enable your team to make better strategic decisions.



Identify the key skills needed to get started with Product Management and to develop transformational product leaders.



Start to think about the first steps towards a product management culture through strong cross-functional product-focused teams.

Day 2



Ascertain how to clarify vision and define and measure clear metrics of success for product development.



Understand how to define a product strategy that aligns with the vision for your business.



Understand the importance of high performing product triads (product management, engineering & design) to drive market aligned products and solutions.



Learn how to integrate Product Management into a business that has adopted an agile product or service development methodology, overcoming some of the common pitfalls.

Optional 1 to 1 and further Enterprise Ireland support

Enterprise Ireland's experience is that clients with a clear roadmap for securing export sales, are much more likely to succeed in the short, medium and long term.

Follow on steps to the workshop will vary by client, with the following being some common options:

- Digital Marketing Unit, offering one to one engagement and support for clients on their Digital journey.
- Masterclasses in Sales and Marketing – giving greater depth to key areas of your digital and Sales and Marketing strategy.
- Strategic Marketing Review, a one to one engagement to further embed marketing strategy in your company.
- Attracting and retaining talent – a workshop to take the next steps to develop your team's skills.

Delivery partners

Leonie Tansey Bio (IMS)

Leonie specialises in the area of International B2B Marketing Strategy and is the Programme Designer and Facilitator on the EI Virtual Selling Masterclass. She is also a Business Advisor on Enterprise Ireland Programmes (Enter the Eurozone and Digital Marketing Capability Support).

Siobhan Maughan (IntegratedThinking)

Siobhan is a consultant in Product Management and Strategic Marketing with extensive experience of supporting early stage and more established businesses. She has designed and delivered programmes in Innovation, Product Management and Leadership Development for Trinity College, IBEC/Technology Ireland and Enterprise Ireland.

Costs

The programme fee has been grant aided by Enterprise Ireland to a cost of €300 per company. Up to three participants per company may attend for this programme fee. Please note that participation in each workshop is limited to 15 companies.

Dates, duration and how to apply

Duration 9am – 1pm

Dates November Workshop
Day 1 - November 9th
Day 2 - November 23rd

(further workshop dates to be announced on eiLearn)

To signup for the programme click [here](#)

For more information

For more information, please contact:



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