



PLANNING AND STRATEGY MANAGEMENT

ISM Endorsed Product Strategy and Innovation

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

An innovation product strategy is a plan to grow market share or profits through product and service innovation. When looking at innovation strategy, it is important to realize that an effective strategy must correctly inform which job executor, job, and segment to target to achieve the most growth, and which unmet needs to fulfil to help customers get the job done better. Also, when it comes to creating the solution, an innovation strategy must indicate whether a product improvement, or a disruptive or breakthrough innovation approach is best. This course provides participants with a full understanding of product strategies and design thinking approaches to help them come up with products that fit customer requirements and aspirations. Business models will be also examined to make things happen along with customer experience (CX) to validate product innovation initiatives and optimize customer expectations.

Why Attend

The course employs a wide array of templates, group exercises, workshops, and relevant videos to help participants acquire and apply the right competencies necessary to design and implement a full product strategy using design thinking.

Who Should Attend

The course will be of value to a wide range of marketing, PR, product owners, communications, sales, and operations professionals. It also benefits professionals keen to understand the importance and role of product strategies and innovation and how these can be designed and implemented to ensure revenue growth.

— Learning Objectives

- Examine all aspects of Product Strategy, and the factors influencing all the stages involved in a successful product strategy to optimize results.
- Explore the importance of Design Thinking and its role to create innovative products based on customers' needs and requirements.
- Identify different business models relevant to product innovation to ensure successful launches and expected Return on Investment (ROI).
- Explain the New Product Development process (NPD) and how it is applied to have a consistent framework for launching new products and ensuring effective commercialization.
- Prepare customer personas and customer journey maps to measure satisfaction and feelings at the pre- and post-purchase stages of acquiring products.

— Course Outline

DAY
1

The “Product” concept

- Product versus Brand Definitions
- The Product and the Marketing Mix
- Product factors influencing competitiveness
- The Product Management role
- The Product Marketing role

DAY
2

Product Strategy: best practices

- Product strategy: Definition
- The key components of a product strategy
- Product vision/mission

DAY
3

A framework for Product Strategy

- Vision, Values, Methods, Obstacles, Measures (V2MOM)
- Analyzing Product Opportunities
- Analyzing Jobs-to-be-done (JTBD)
- Evaluating and articulating Product Opportunities
- Crafting Customer Personas
- Product Discovery analysis
- The Discovery hypothesis
- Writing User Stories

DAY
4

Full product strategy execution:

- Preparing the Market Requirements Document (MRD)
- Preparing the Product Requirements Document (PRD)

DAY
5

Design Thinking and Product Innovation

- Design Thinking (DT): Definition
- Objectives of Design Thinking
- Benefits of Design Thinking
- Difference between NPD and Design Thinking
- Day 6: The Design Thinking process
- Understand

- Observe
- Point of view
- Ideate
- Prototype
- Test
- Design Thinking and Product innovation execution blueprint
- Day 7: The Business Model Canvas and Product Innovation
- Business Model: Definition
- Business Models as disruptive innovation
- Business Model types
- Challenges in Business Model transition
- The Business Model Canvas: Definition
- Elements of the Business Model Canvas
- The Waterfall process
- Agile development
- Day 8: Customer Experience (CX) and Product Design
- Customer Experience: Definition
- Facts about Customer Experience
- The importance of Customer Experience
- Reasons why Customer Experience is vital
- Crafting Customer Persona
- Creating a Customer Journey Map

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	Frankfurt - Germany	€1,625
2 - 6 November 2026	Rome - Italy	€2,125
21 - 25 December 2026	Kuala Lumpur - Malaysia	€1,400
18 - 22 January 2027	Vienna - Austria	€2,125
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Cape Town - South Africa	€1,420
19 - 23 April 2027	Frankfurt - Germany	€1,625
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.