

Product Management 101 – Foundations of Modern Product Leadership

OEM: Galvanize • Code: PRODUCT_MANAGEMENT_101_FOUNDATIONS_OF_MO

COURSE DESCRIPTION

Product Management 101 introduces the core principles, tools, and workflows of modern product management. Participants build the foundation to identify meaningful customer problems, design validated solutions, align stakeholders, and deliver products that drive measurable impact.

AUDIENCE PROFILE

- Active duty service members
- Government civilians
- Reservists and national guard service members (must be on orders to attend)

PREREQUISITES

- A personal computer that is reasonably new (within the last 4-5 years)
- 16 GB RAM (8 GB acceptable, but not recommended)
- Mac or Windows OS
- Video/audio capable webcam (can be a separate webcam device)
- A reliable, strong internet connection

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Adopt the product manager mindset and define customer problems
- Build strategy and execute with structured methods
- Design, validate, and deliver solutions with business alignment
- Communicate and present product recommendations effectively

COURSE OUTLINE

Module 1: Adopt the product manager mindset and define customer problems

- Understand the role of a product manager, collaborate across functions, and translate research into validated problem statements grounded in user and business needs.

Module 2: Build strategy and execute with structured methods

- Define product vision, success metrics, and priorities, applying Agile practices to manage backlogs, write clear requirements, and guide iterative delivery.

Module 3: Design, validate, and deliver solutions with business alignment

- Prototype and test ideas, collaborate with technical teams, assess risk and ROI, and develop business cases that align stakeholders around a shared roadmap.

Module 4: Communicate and present product recommendations effectively

- Develop executive-ready narratives, apply structured storytelling, and present data-informed proposals with clarity and confidence.

Module 5: Resulting Capability

- Participants complete the course with the ability to identify validated customer problems, define product strategy, prioritize effectively, collaborate with engineering teams, and communicate structured, data-informed product recommendations that support mission-aligned innovation.