Product Faculty

Advanced Product Management.

Join our **Part-time, 7-Week Live Online** Advanced Product Management MasterClass and learn the tools, frameworks, and skills used by the best product people.

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Product Faculty's Vision

Dear Prospective Student,

Product Faculty was launched with the following vision:

Empower leaders with the Product Ethos required to excel in tomorrow's economy

Ten years ago, only 1 tech company made the Top 5 list of S&P 500.

Today, all of them are tech companies called FAGMA: Facebook, Apple, Google, Microsoft & Amazon.

The common factor across all of these companies is that they are considered to be "high growth" companies.

They have demonstrated a continuous ability to innovate and create new markets despite their large size.

In the past, we use to think that only smaller, nimble start-ups could do this.

How has FAMGA made innovation into a process?

It's something I called having a **Product Ethos**.

Product Ethos is the culture, tools, process & mindset required to continuously find new viable markets or drastically re-invent your current business.

It's those individuals and organizations that adopt it that will be able to thrive in tomorrow's economy.

Thank you for your consideration and I hope to see you in our next cohort!

To your success,

Moe Ali
Founder & CEO

Meet the Faculty.

Rahim Daya

Head of Product, Search

Pinterest

Katie Cerar

Head of Product, Analytics

shopify

Eric Weber

Head of Experimentation & Metrics Research

yelp

Moe Ali

Founder and CEO

Product Faculty

Course Overview

What’s Included

- Part-time, 7-Week Live-Online Classes over Saturdays
- 2X Weekly Mentorship / Office Hours outside class
- Ability to make up classes
- Advanced Product Management (APM)(R) Certificate
- #1 Ranked Product Management Bootcamp (Switchup)

Who is this program for?

The Product Faculty 6-week MasterClass is suited for the following target audience:

- **Product Managers**

  Do you want to learn the tools, skills and frameworks used by the best product people?

- **Senior / Director of Product**

  Do you want to build winning strategies that make your competition irrelevant? Do you want to build strategic intuition? Learn how to build, communicate and evangelize product roadmaps?

- **Founders / Executives**

  Do you want to be a product-led company? Do you want to make sure your product finds product-market fit and scales? Are you struggling to grow your product beyond some initial users?

> “Hands down, this is the best Product Management course. It’s comprehensive, hands-on, and provides tactical advice on how to bring your career to the next level.”

Michele Molino,

Product Manager, Pivotal Labs

Product Faculty vs. The Rest.

	Brainstation	Product School (PMC + PLC)	Product Faculty
Price	**$3,150 (USD)**	**$8,398 (USD)**	**$3,450 (USD)**
Course Coverage	Introductory	Introductory/ Intermediate	**Intermediate/ Advanced**
PM Course Ranking (SwitchUp.org)	#3	#5	**#1**
***Outside Class Mentorship**	No	No	**Yes**

** Students are required to sign up before the early enrolment date to get this*

Price inclusive of all taxes (13% HST)

Disclaimer: Product Faculty is not associated in any way with BrainStation Inc or Product School Inc.

"I particularly recommend this course for experienced product people who want to step up their practice. Huge fan of the APM program, and Moe is a great Instructor!"

- **Allison Saretsky,**
Senior Product Manager, Loblaw Digital

Loblaw
Digital

Certificate

Accelerate your Product Management career

Product Faculty

Advanced Product Management (APM™)

David Mcdonald

has successfully completed the requirements to be awarded with the Advanced Product Management Certificate by Product Faculty, Inc.

Moharyar Ali
CEO at Product Faculty

Date of Achievement
Certificate Number

COURSE ROADMAP

“Product Faculty's Advanced Product Management (APM™) course equipped me to navigate the field of product development confidently, and I highly recommend it to anyone looking to hone their product skillset.”

- **Chinmaya Madan.**
AI Product Manager
Microsoft

Course Overview

Growth and Optimization:

Once launched, we'll cover metrics frameworks to help you optimize and grow your product. With a limited set of customers out there, companies that adopt exponential growth strategies will win in the long term

Discovery:

We'll look at best practices in product discovery followed by scrum agile delivery. Lean thinking and Agile delivery go hand in hand, one without the other is useless

Foundation:

Defining why we exist, where we'd like to go and high-level bets on how we think we'll get there. Understanding that good Retention is a prerequisite to product growth

Week 1

PM Foundations, Product Strategy & Retention

Product Management is a broad domain that is impacted by many factors: we will discuss these factors and why they matter. Good product strategy is about making trade-offs that align with your vision; we will delve into a commonly used strategic framework to help you make the right trade-off decisions. We'll also get a deep understanding of Retention as being a prerequisite to product growth.

#	Module	Lessons:	Learning Objectives:	
1	**Shopify™ Product Strategy Case** shopify	**Taught by Katie Cerar, Senior Product Manager @ Shopify™**	• Understand how Canada's most valuable company used strategic differentiation tools to gain market-share in a highly competitive eCommerce market • Apply the Blue Ocean Differentiation canvas to define the product roadmap for Shopify Plus™	CLASS CASE
2	**Product Management Foundations**	**Exploring Various Product Types**	• Learn about the various types of products and product roles	EXERCISE 1: DIFFERENTIATION CANVAS
		Factors Affecting Product Management	• Recognize how various factors (product type, company size, company type) impact the focus of your role as a PM	
		B2B vs. B2c Products - A Deep Dive	• Understand the nuances of B2B and B2C products	
3	**Product Leadership**	**Mindset of Product Leader**	• Understand how mindset plays a major role in your performance as a leader	
		Attributes of "Good" Product Leaders	• Learn the 4 key responsibilities of Good Product Leaders	
		PM Archetypes	• Learn about 3 key PM Archetypes and how to manage them	
4	**Product Strategy Definition & Validation**	**Building Blocks of Good Product Strategy**	• Understanding the key guiding principles when developing a product strategy	EXERCISE 2: USER BEHAVIOUR FRAMEWORK
		Blue Ocean Strategy	• Identify various types of product strategies employed by most successful companies	
		Measuring Strategy	• Be able to identify good vs. bad product strategy	
5	**Product Retention**	**Retention is key Pillar of Product Growth**	• Understand why retention is necessary for sustained product growth	
		Retention & Engagement Relationship	• Understand how retention drives engagement, which drives revenue growth for your product	
		Key Retention Metrics	• Be able identify the key retention metric for any product	

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Strategy on a page.

PREVIEW OF THE COURSE MATERIALS

Week 2

Product-Market Fit & Developing Roadmaps

We will explore how to validate your business idea using lean approaches, as well as, walk through a roadmapping process that drives meaningful progress. We will cover the 4 steps in the roadmapping process in detail: collecting inputs, prioritizing inputs, creating a roadmap and communicating a roadmap in a module taught by **Dennis Chow, VP of Product @ TouchBistro.**

#	Module	Lessons:	Learning Objectives:	
2	**Finding Product-Market Fit**	**The 4 Big Risks to Manage**	• Learn about the 4 key risks that every PM needs to manage to ensure their product is successful	EX1: DISCOVERY INTERVIEWS
		Validating Value Risk	• Understand the 8 different ways you can validate value risk cheaply and quickly	
		Real-life Case Studies of Value De-risking	• Practice Customer Discovery Interviews	
2	**Product Roadmaps MasterClass** **Taught by Dennis Chow, VP of Product @ TouchBistro™**	**What are Product Roadmaps?**	• Understand why roadmaps are the best communication tool for sharing your product direction	ROADMAPS MASTERCLASS
		Why are Roadmaps Needed?	• Learn how roadmaps help to align a wide variety of stakeholders	
		Who are Roadmaps For?	• Learn how different stakeholders interpret and use roadmaps to achieve their end goals	
		Where do Roadmaps get used?	• Understand the different time horizons roadmaps can represent and the consequent implication to confidence levels	
		When are they build?	• Deep dive into the roadmap creation processing, including gathering feedback, evaluating & prioritizing opportunities and plotting it into a roadmap	
		How are product roadmaps built?	• Learn how to effectively communicate roadmap progress	
		Best Practices	• Recognize why context is *everything* when it comes to using roadmaps successfully	
3	**Product Roadmaps Case Stud**	**Taught by Dennis Chow, VP of Product @ Touchbistro**	• Experience what it feels like to go through an exercise of brutal prioritization, in an effort to complete a roadmap for a ride-sharing start-up • Apply prioritization principles to develop a 12-month roadmap	CLASS CASE

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Week 3

Product Design, Discovery & Delivery

As a PM, your role boils down to 2 things: Product Discovery (build the right thing) and Product Delivery (build it right). In this module, we deep-dive into each element, breaking down the science of doing both, along with sharing real-life examples. In the Product Delivery module, we will cover Agile delivery best practices and how they differ from large organizations to start-ups.

#	Module	Lessons:	Learning Objectives:	
1	Product Design Foundations	Persona Definition & Empathy Mapping	• Learn how to create a persona and practice using the empathy map canvas	
		JBTD, Storyboarding and Journey Maps	• Recognize different ways a customer journey map can be created and used, based on the context you are in	
		Sketching & Wireframing	• Understand when and how to wireframe concepts	
		Prototyping	• Understand what factors impact the fidelity of prototypes and the advantages and disadvantages of high/low fidelity prototypes	
		Usability Testing	• Learn usability best practices and how, even as a PM, you can run quick usability studies	
		Design & Prototyping Tools	• Learn about various design and prototyping tools available in the market today	
2	Product Discovery	Evolution of Product Discovery Approaches	• Recognize how Product Discovery techniques have evolved over time	
		Product Discovery Spectrum	• Learn the Product Discovery spectrum, spanning from strategic to tactical, and the timing of when to use each technique	
		Three "C"s of Good Discovery	• Product Faculty Product Discovery Framework: the 3 C's: co-creation, critical thinking and customer interviews	
3	Co-Creating Solutions	Class Activity	• Appreciate the importance of co-creating solutions in way that can be done in a few hours vs. 4-5 days • Practice the co-creation process by remotely co-creating solutions sketches in groups	CLASS CASE
4	Practical Agile Skills	Scrum / Agile Ceremonies	• Learn tried and tested approaches to running scrum and agile ceremonies	
		Scrum Process Variations	• Understand the importance and science behind effective backlog grooming	
		Backlog Grooming		
5	Story-Mapping	Class Activity	• Understand the power of using story mapping to prioritize your backlog • Practice story-mapping during an in-class exercise	CLASS CASE

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Week 4

Product Growth & Metrics That Matter

To effectively deal with stakeholders, you need to visualize the metrics that matter. We'll cover a framework to present your metrics on a page & explore the process involved to get to 1 page. In Product Growth, we'll deep-dive into various growth models & explore how the top B2B and B2C companies in the world grow. In a world with limited customers, talent & mindshare, companies that employ an exponential growth strategies will win in the long-run.

#	Module	Lessons:	Learning Objectives:
1	Metrics	Purpose of Analytics	• Recognize that analytics measures the movement towards business goals. Any other purpose is futile
		Honing in on the 1 metric that matters	• Learn how to arrive at the one metric that matters to your business, right now
		Characteristics of good metric	• Understand the 4 pillars of a good metric
2	Lean Analytics	Stages of Lean Analytics	• Learn the 5 stages of Lean Analytics: empathy, stickiness, virality, revenue and scale
		Examples of Metrics by Business Models	• Study examples of various business models and which metrics they employe and at which stage
		Lean Analytics Process	• Learn the end-to-end lean analytics process where most most startups fail
3	Product Growth: An Overview	Key Growth Concepts	• Understand the 5 growth principles and underpin all growth strategies
		Drawbacks of Funnel Optimization	• Learn the difference between funnel optimization and exponential growth strategies
		Exponential Growth Approaches	
4	Various Growth Approaches	5 Growth Approaches Overview	• Understand 5 different approaches to growth, as well as, pros/cons of each approach
		Comparing Various Approaches	• Practice identifying which growth approach is appropriate for which scenario
		Real Life Examples	
5	Growth Case Study	Class Activity	• Based on the learning from class, identify which growth approach is used by the company in the case study

CLASS CASE

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Week 5

User Psychology & Experimentation

As much as we'd like to think we are logical, the human brain is wired to prioritize emotions over logic. We first make an emotional decision and then justify that decision logically. You'll learn proven psychological frameworks that will help you understand user behavior, and how to influence decisions. More than 50% of features we build will fail - customers are just not as excited about things as we are. Experimentation is a prerequisite for product-led organizations that want to be relevant for years to come.

#	Module	Lessons:	Learning Objectives:	
1	**Pre-suasion Principles**	**7 Principles of Persuasion**	• Learn 7 principles of persuasion that affect our behaviour	
		Fogg Behavior Model	• Recognize the key ingredients for behaviour and how to persuade users using the Fogg Behaviour Model	
		Motivation Tactics	• Learn tactics to help you design products to get the powerful outcome of persuasion	
2	**Understanding Rational Decision Making**	**Emotional and Rational Decision Making**	• Learn how emotional decision-making is they key driver of behaviour, not rational decisions	
		Cognitive Biases	• Recognize cognitive biases are tendencies to think in certain ways, without conscious thought	
		Cognitive Friction	• Understand the human tendency to prefer things that are familiar and easy to understand	
3	**User Psychology Case Study**	**Class Activity**	• Psychology principles are critical when designing products that accelerate adoption. Based on the learning from class, identify and optimize landing page to increase user adoption for associated pages	CLASS CASE
4	**Experimentation Foundations**	**When to use A/B Testing**	• Understanding the importance of identifying the biggest opportunities to increase your chances of "winning" tests	
		Hypothesis Setting	• Identify post-test analysis to help you plan future tests	
		Test Analysis	• Learn how to interpret results and when to call a test complete	
5	**Outcomes and Scaling**	**Understanding Outcomes**	• Learn to document and communicate outcomes	
		Scaling testing program	• Create a long-term experimentation roadmap	
		Evangelizing and sharing insights	• Learn how to evangelizing the program to accelerate adoption across every squad	

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Week 6

Key Technical Skills for PMs

In the Tech-skills module, we'll deep dive into most common technical concepts & technologies that PMs need to know, making you more confident in your interactions with Engineering. We'll cover everything from front/back-end technologies to database types, APIs and technical architecture.

#	Module	Lessons:	Learning Objectives:	
1	**Key Web Technologies**	**Key Web Technologies**	• An overview, along with examples, of the top web technologies that every PM should know about	
		Front End Technologies	• How "continuous integration" is a method used by the leading tech companies to become more responsive and agile	
		Back-end Technologies		
2	**Databases, API's & Technical Architecture**	**Databases**	• Overview of database types, API's and technical architecture	
		API Deep Dive	• Understanding the growth of API's, as well as, pros/cons different approaches to deploying API's within your products	
		Technical Architecture Overview	• Why building for Optionality can de-risk the technical risk of your product in the long-run	
3	**Low Fidelity Technical Architecture**	**Class Activity**	• Class exercise to help you practice a developing technical architectures.	CLASS CASE

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Week 7

Final Student Presentations & Award Ceremony

The Final Class will showcase the Demo Day: a culmination of 8 weeks of intense learning, team collaboration and hard-work by all students. We will invite Product Leaders from leading startups to judge the presentations of students. We'll end the day with a fireside chat with the judges.

	Demo Day - Agenda
1	**Student Presentations to Panel of Judges**
2	**Award Ceremony**
3	**Advanced Product Management Certificate Handouts**
4	**Fireside Chat with Judges / Product Leaders**
5	**Cohort Wrap-up**

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