

INTRODUCTION TO PRODUCT EXCELLENCE

“Delivering High-Impact Products through Strategy, Innovation, and Customer-Centric Design”

Schedule

Date	Venue	Fees (Face-to-Face)
03 - 05 Mar 2026	Manama, Bahrain	USD 2495 per delegate

Introduction

Great products don't happen by accident—they're the result of deliberate, customer-focused, and cross-functional efforts. In today's competitive and innovation-driven markets, achieving product excellence means aligning product strategy with market needs, optimizing development cycles, and delivering consistent value to customers.

This 3-day course offers a hands-on introduction to the essential disciplines of product management, innovation, and lifecycle thinking. It is designed to equip professionals with the tools and mindset to elevate product performance—from ideation through launch and continuous improvement.

Objectives

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

- Understand the fundamentals of product strategy and product lifecycle management
- Apply customer-driven approaches to product planning and development
- Use tools to assess market needs, positioning, and product-market fit
- Align cross-functional teams around a unified product vision
- Improve product decision-making through data, feedback, and iteration

Why Attend

- Learn how leading companies build and sustain product excellence
- Develop a foundational understanding of product development and innovation
- Improve collaboration across marketing, engineering, design, and sales
- Gain tools and templates for immediate use in product-related roles
- Align your product with both customer value and business outcomes

Target Audience

This program is designed for:

- Product managers, product owners, and project leads
- Marketing, innovation, and R&D professionals
- Entrepreneurs and business development managers
- UX/UI and design professionals seeking broader product context
- Anyone involved in bringing products to market or improving product value

Individual Benefits

Key competencies that will be developed include:

- Product strategy and lifecycle planning
- Customer research and value proposition design
- Cross-functional communication and team alignment
- Prioritization and roadmap planning
- Continuous product improvement techniques

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater product-market alignment and customer satisfaction
- Increased speed-to-market and innovation consistency
- Better collaboration across functions and product teams
- More structured and strategic product decision-making
- Stronger performance from new and existing product portfolios

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core frameworks: product lifecycle, positioning, lean startup
- Case Studies - Examples of breakthrough and failed products
- Workshops - Product canvas, persona mapping, and value proposition exercises
- Peer Exchange - Sharing product challenges and feedback practices
- Tools - Roadmap templates, prioritization matrices, and feedback loops

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Foundations of Product Strategy

- Module 1: Product Excellence and Value Creation (07:30 - 09:30) • Defining product excellence in today's marketplace • Core principles of customer value and competitive advantage • Product types and lifecycle stages
- Module 2: Understanding the Market and Customer (09:45 - 11:15) • Market segmentation and target customer identification • Jobs-to-be-Done (JTBD) and persona building • Collecting and interpreting customer insights
- Module 3: Workshop - Product/Customer Alignment Canvas (11:30 - 01:00) • Build your product positioning canvas

Day 2: Innovation, Design & Development

- Module 4: Product Planning and Roadmapping (07:30 - 09:30) • Vision, strategy, goals, and success metrics • Prioritization techniques (MoSCoW, RICE, Kano)
- Module 5: Designing the Right Product (09:45 - 11:15) • Minimum Viable Product (MVP) and prototyping • Agile, lean, and iterative development principles
- Module 6: Workshop - Building Your First Product Roadmap (11:30 - 01:00) • Draft a basic roadmap and identify assumptions

Day 3: Launch, Feedback & Continuous Improvement

- Module 7: Product Launch and Go-to-Market (07:30 - 09:30) • Preparing for launch: messaging, training, internal alignment • Success measurement and post-launch monitoring
- Module 8: Feedback Loops and Product Iteration (09:45 - 11:15) • Setting up feedback systems (NPS, surveys, telemetry) • Analyzing data and prioritizing improvements
- Module 9: Workshop - Product Retrospective and Improvement Plan (11:30 - 01:00) • Design a product feedback loop and next-step roadmap

Certification

Participants will receive a Certificate of Completion in Introduction to Product Excellence, validating their knowledge of core product development practices, strategic alignment, and continuous improvement approaches.

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TEL:

+601116373203

EMAIL:

info@mawaevents.net

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