


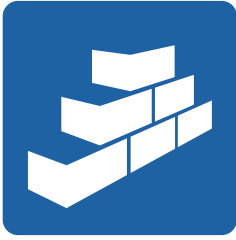
Foundations

principles of
Pragmatic Institution

Foundations teaches you why it's important to be market driven, as well as how to develop that market expertise and share it internally. The introduction to the Pragmatic Framework™ in this course means your entire organization will soon be "speaking the same language" and working together more effectively. *Foundations* is a prerequisite for *Focus*, *Build*, *Market*, *Launch* and *Price* course.

 Register for **Foundations** or find out how **Pragmatic Institution** can bring our training to you by visiting pragmaticinstitution.com or calling **480.515.1411** today.





Foundations

Who should attend?

Everybody who has a stake in the product's success in the market

Included templates and checklists:

- Gap Analysis
- Market Segmentation
- Action Plan
- Solution Matrix
- Positioning
- Plus many more

The Need to Be Market Driven

Market-driven companies are 30 percent more profitable. Find out more about the benefits of being market driven and what it could mean for your organization.

Topics Covered:

- Listen to all aspects of the market
- Plan products from the outside in
- Lower risks and increase rewards by using market data

How to Create a Market-Driven Organization

Review the tasks and activities required to be market driven and learn to balance strategy and tactics.

Topics Covered:

- Implement the Pragmatic Framework
- Define roles and responsibilities
- Perform gap analysis to compare actual performance with potential

Build and Share Market Expertise

Look beyond demographics and your existing customer base to understand the whole market and share that context internally.

Topics Covered:

- Talk to and observe the market in action
- Develop detailed profiles of your buyers and users
- Document and share your market knowledge across the organization

Uncover Strategic Opportunities

Learn techniques for scoring and comparing opportunities.

Topics Covered:

- Identify opportunities within market problems
- Use three criteria to determine if problems are worth solving
- Ensure you're the right company to solve the market problem



**PRAGMATIC
MANAGEMENT
CERTIFIED**

Attendees have the opportunity to earn certification at the end of this course.



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