

Positioning Lab

CUSTOMER TESTIMONIAL

“The concept of focusing on clear market problems is easy to describe and get buy-in on from product management and sales. This has made it easier to craft our messaging and get buy-in on that as well.”

JOHN WOLF, MARKETING PROFESSIONAL, MEDIWARE INFORMATION SYSTEMS

BRING YOUR
TRAINING TO
LIFE

DEVELOP A GUIDE THAT HELPS your entire organization connect with your market.

Identify the characteristics that set your company apart from the competition, and align your product with your distinctive competencies.

Find the best way to communicate with key personas in your market with the Positioning Lab from Pragmatic Institute.

ALIGN YOUR TEAM FOR GREATNESS WITH THE POSITIONING LAB

The Positioning Lab gives your team a thorough understanding of how to effectively position your product, portfolio or company to a specific persona. Begin by identifying your organization's distinctive competencies—the unique attributes that differentiate you from your competitors—to ensure that everything you produce aligns with and enhances those characteristics. Identify the most important target persona for your product, portfolio or company, and articulate that persona. Define your problem-oriented capabilities and build a positioning document to guide your team.

This 1-day, intensive lab helps **your team** identify and understand your company's distinctive competencies, target your most important persona, build a positioning document for that persona and practice a process that you can repeat in the future.

LEARN BY DOING

Our expert facilitator will walk you through the positioning process, breaking the discussion into four sections:

▶ **Distinctive Competencies.** Use our distinctive competencies worksheet to identify, validate and prove your company's unique attributes that your market cares about.

▶ **Defining a Persona.** Build a persona document to define the primary persona for your product, portfolio or company, and make them feel real.

▶ **Problem-Oriented Capabilities.** Identify ways to present your product in relation to the thing your market cares about most: their problems.

▶ **Positioning.** Build a positioning document that guides your team toward building and selling successfully for that key persona.

+ GET MORE INSIGHTS

Talk to your sales representative about adding our Fresh Market Research Package to your lab. This package provides you with unique insights into your market and your organization based on a series of interviews and expert analysis.

WHO SHOULD ATTEND

This workshop is perfect for product management, product marketing and cross-functional leaders who can bring both an understanding of the market and of the product to the discussion. Maximum of 12 attendees.

This lab expands on ideas taught in *Foundations*.

WHY PRAGMATIC LABS?

We believe that some of the best learning happens while doing. With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills that matter. And it's all delivered with a lean-in approach that encourages total participation. Expand on the skills you learned in your Pragmatic courses and implement them into your organization.