



Build

create

Remarkable Products

Build teaches you to walk the fine line between a robust feature set and a realistic timeframe for delivery by prioritizing and planning based on market facts. It offers a streamlined way to hand off market information about who the product users are and what they're trying to accomplish, so development can build the right products. This course teaches a universal approach to requirements, regardless of development methodology.



Register for **Build** or find out how **Pragmatic Marketing** can bring our training to you by visiting pragmaticmarketing.com or calling **480.515.1411** today.





Build

Who should attend?

Anyone responsible for writing, prioritizing or working with requirements

Included templates and checklists:

- Roles Worksheet
- Personas
- Requirements that Work
- Prioritization
- Market Requirements Table
- Product Contract

Create Effective Teams

Empower product management to focus on the “what” and development to focus on the “how” of building better products.

Topics Covered:

- Define roles and responsibilities
- Learn a proven method for working together more effectively across locations and methodologies

Produce Requirements that Work

Friends build products; enemies only build documentation.

Topics Covered:

- Streamline documentation for development
- Provide clear context on who to build for and what problems to solve

Improve Prioritization

Learn objective and repeatable methods for using market data to drive priorities. Gain an understanding of which components of that data drive the most value.

Topics Covered:

- Identify and prioritize requirements that maximize market impact
- Rank requirements objectively to minimize infighting
- Group requirements to ensure releases deliver value

Deliver on Product Plans

Learn tips to plan more effectively.

Topics Covered:

- Streamline estimates for increased efficiency
- Communicate project status to internal stakeholders
- Manage change to minimize risk



PRAGMATIC
MARKETING
CERTIFIED

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



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