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COURSE BROCHURE

Product Strategy and Vision Training Course

8 – 12 November 2027
Milan

Product Strategy and Vision Training Course

Ref: 3246_123590 **Date:** 8 – 12 November 2027 **Location:** Milan **Fees:** 6200 GBP

Product Strategy and Vision is a 1-week training course for product managers and product owners who must turn a loose product ambition into a written product strategy brief that engineering, design and commercial colleagues can act on. Shifting customer expectations and crowded markets mean organisations now win or lose on the clarity of the choices behind each product. This course from Jupiter Prime Training treats product strategy and vision as one connected discipline.

Why Product Strategy and Vision Matters Now

Three forces shape product direction today. Customers switch quickly when an offer stops fitting the job they need done, so segment choices age fast. Delivery teams ship continuously, which means a vague vision is filled in by whoever writes the next ticket. Executives and investors ask which bets are being placed and why. A sharp product vision concentrates scarce capacity on segments the organisation can serve well; without one, effort spreads thinly, look-alike features multiply and the roadmap becomes hard to defend outside the product group.

Who Gains Most from Product Strategy and Vision

- People who own a product line and decide which customer problems it will solve next
- People who translate a product direction into backlog themes and release goals
- People who shape pricing, packaging and go-forward positioning for a product
- People who represent customer research and insight inside product decisions
- People who lead a new product or platform from early concept towards first launch

The greatest gain comes when a product manager attends with the product owners and designers of the same product group.

Product Strategy and Vision Capabilities

Participants move from a vision statement to explicit product bets a roadmap can carry.

- Write a product vision statement naming customer, change and horizon — executive sponsors
- Assess candidate customer segments by need intensity, reach and fit — segment selection
- Design a positioning statement that sets the product apart from realistic alternatives — marketing and sales leads
- Weigh competing strategic product bets against evidence, risk and capacity — portfolio investment choices
- Align roadmap themes with the vision so every release has a clear purpose — engineering and design leads
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Specify outcome measures and leading signals for each bet — quarterly product reviews

Key Product Strategy and Vision Terms

- Product vision — a short description of the future a product creates for a named customer, used to steer choices over several years.
- Target segment — a group of customers sharing a need and buying behaviour that the product deliberately chooses to serve first.
- Positioning statement — a sentence stating for whom the product is, the problem it solves and why it beats realistic alternatives.
- Strategic product bet — an explicit, testable choice to invest in a direction, stated with its expected outcome and the evidence behind it.
- Roadmap theme — a customer problem or outcome area that groups planned work, instead of a list of individual features.
- Leading signal — an early behaviour measure that indicates whether a bet is likely to reach its intended outcome.

Product Strategy and Vision Day by Day

Day 1: Market Context and Product Purpose

- Customer Job Mapping — Which Problems Deserve Product Attention
- Competitive Alternative Scan — Where Customers Currently Turn Instead
- Trend Signal Review — Which External Shifts Reshape Demand
- Product Purpose Statement — Why the Product Exists Beyond Revenue
- Current Strategy Health Check — Gaps Between Stated and Actual Direction

Day 2: Crafting the Product Vision

- Vision Statement Drafting — Customer, Change Sought and Time Horizon
- Vision Narrative and Storyboard — Making the Future State Tangible
- Vision Stress Test — Ambition Versus Credibility for Sponsors
- Product Principles — Trade-Off Rules Teams Apply Without Escalation
- Vision Communication Plan — Reaching Engineering, Sales and Executives

Day 3: Segments and Positioning Choices

- Segment Attractiveness Scoring — Need Intensity, Reach and Fit
- Beachhead Segment Selection — Which Customers to Serve First
- Positioning Statement Construction — Differentiation Against Real Alternatives
- Gain and Pain Mapping — Matching Customer Needs to Product Features
- Pricing and Packaging Direction — How Positioning Shapes Commercial Offers

Day 4: Strategic Bets and Success Measures

- Bet Formulation Template — Hypothesis, Expected Outcome and Evidence
- Assumption Mapping — Which Unknowns Threaten Each Bet Most
- Bet Portfolio Balance — Core, Adjacent and Exploratory Investments
- Outcome Measures and Leading Signals — Judging Bets Early
- Vision to Roadmap Themes — Linking Direction to Planned Releases

Day 5: Practising the Product Strategy Brief

- Segment and Positioning Rehearsal — Applying Earlier Choices to a Live Product
- Bet Review Panel — Defending Choices Before Simulated Sponsors
- Roadmap Theme Alignment Exercise — Testing Fit With the Vision
- Strategy Review Cadence — When to Revisit Vision and Bets
- Product Strategy Brief Completion — Final Document for Team Adoption

Applying Product Strategy and Vision After the Course

- Run a one-hour vision stress test with your product group and rewrite the product vision statement from its findings
- Rebuild the current roadmap around three to five roadmap themes, each tied to a stated strategic product bet and its leading signal

Product Strategy and Vision Questions FAQ

What is product strategy and vision, and why does it matter now?

Product strategy and vision is the discipline of describing the future a product creates and the choices that get it there. It matters now because fast delivery and crowded markets punish products with unclear direction.

Which roles gain most from product strategy and vision training?

Product managers and product owners gain most. Designers and commercial leads beside them also benefit.

How does product strategy and vision differ from a roadmapping or backlog course?

Product strategy and vision sits above roadmapping and backlog work. Roadmapping sequences releases; this course decides which customers, positioning and bets those releases serve, and how success is judged.

What do you bring back from a product strategy and vision course?

You bring back a product strategy brief for a real product: a vision statement, chosen segments, a positioning statement, a small portfolio of strategic product bets and the measures for each.

Product Strategy and Vision: The Way Forward

The product strategy brief built during the course first informs which segment the next release serves. Product owners use it to order roadmap themes, and sponsors use it to challenge investment. After the first quarter, revisit the leading signals of each bet and decide whether the vision still describes the future customers actually want.