



London TDM

# Information Technology and Digital Transformation Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 21 June 2026 To 25 June 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Digital Product Management is crucial for driving product strategy, design, and implementation in today's fast-paced, technology-driven market. This comprehensive 5-day course is designed to equip professionals with the skills and insights needed to effectively manage digital products and foster innovation and growth.

## Objectives

- Understand the roles and responsibilities of a digital product manager.
- Learn how to develop and communicate a compelling product vision and strategy.
- Master techniques for effective stakeholder management and collaboration.
- Utilize key metrics and analytics to drive product decisions.
- Gain skills to effectively lead product development teams through iterations.

## Course Outlines

### Day 1: Introduction to Digital Product Management

- Overview of Digital Product Management
- Key Roles and Responsibilities
- Understanding Market and User Needs
- Product Lifecycle and Agile Methodologies
- Case Studies: Successful Digital Products

### Day 2: Defining Product Strategy and Vision

- Crafting a Product Vision
- Roadmapping and Strategy Alignment
- Identifying Core Competencies and Differentiators
- Building Business Cases and ROI Analysis
- Communicating Product Strategy to Stakeholders

### Day 3: Stakeholder Management and Collaboration

- Identifying and Prioritizing Stakeholders
- Techniques for Effective Communication
- Facilitating Cross-functional Collaboration
- Negotiation and Conflict Resolution
- Building Strong Internal and External Relationships

### Day 4: Metrics, Analytics, and Product Decisions

- Key Product Metrics and Performance Indicators
- Data-Driven Decision Making
- Using Analytics Tools and Platforms
- Experimentation and A/B Testing
- Iterating Based on User Feedback and Data

## **Day 5: Leading Product Development Teams**

- The Role of a Product Leader
- Building and Leading Agile Teams
- Effective Product Development Processes
- Managing Product Releases and Launches
- Continuous Improvement and Learning