

# Pragmatic Marketing™ Implementation Service

## IMPLEMENTING A PRODUCT MANAGEMENT FRAMEWORK

The business benefits of adopting a product management framework, like Pragmatic Marketing™ are compelling. In our experience, organizations gain the advantage of becoming more market-driven.

Adopting a framework to successfully transform a product management team is hard. To make the learning experience actionable requires extensive pre and post training support.

That's where we come in. Our team of product management experts will guide and manage how the framework is tailored to your organization and implemented to yield the maximum benefit in the shortest timeframe.

### Key Benefits

- Realize a return on your training investment sooner
- Accelerate the transition to a high performance team
- Rapidly adopt proven product management activities and KPIs



## HOW IT WORKS

We help organizations maximize the return on their investment in the Pragmatic Marketing curriculum. Our Framework Implementation Service integrates with the concepts taught by Pragmatic's world class instructors. It is designed to make the framework actionable and sticky.

### Service Deliverables

While specific objectives and deliverables will vary for each engagement here are examples from previous projects:

- 90-day accelerated framework implementation
- Product team assessment to identify priority areas within teams
- Tailored hands-on learning labs (maximum of 3)
- Tailored KPIs and metrics
- Framework and implementation evangelist
- 30-60-90 day implementation scorecard
- Implementation checkpoints

