

Action Planning Workshop



As organizations grow and mature, confusion can occur about ownership of various tasks, workflows and appropriate hand-offs between departments.

This can be particularly troublesome if an organization has product marketing, product management, technical product management, solution management or more, all working on related projects.

The key to solving this problem is to align titles with tasks.

In the Action Planning Workshop, we help you identify the appropriate ownership of tasks in the Pragmatic Marketing Framework.

**The Action Planning Workshop is most effective when conducted immediately following an Executive Briefing or Practical Product Management seminar.*

Knowing ownership is great, but prioritization is still needed to ensure team members are focused on the tasks most important to the company's strategic goals.

To identify priorities, we guide your team in a 'gap analysis' exercise, scoring each task activity twice: once for its importance and a second time for the quality of current execution. The result? Highly important but poorly executed tasks rise to the surface.

Who should attend

Designed for a working group of senior product managers, and executives responsible for product management and marketing teams.

