Mastering Product Strategy and Vision: A 1-Week Intensive

17 – 21 May 2027
Barcelona (Spain)



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Why This Course

In today's competitive product landscape, a strong product vision is what gives direction, alignment, and long-term purpose to product decisions. Without a clear vision and strategy, teams can become reactive, features can lose coherence, and product efforts may drift away from both customer needs and business goals. Product managers therefore need the ability to define where a product is going, why it matters, and how to turn that direction into a practical and measurable strategy.

This intensive 1-week course equips product managers with the essential skills to create compelling product visions and develop effective strategies. Participants will learn to identify market opportunities, craft user-centered visions, and build strategic roadmaps. Through hands-on exercises and real-world case studies, attendees will gain practical experience in aligning product goals with business objectives and communicating their vision effectively.

What You'll Learn and Practice

By joining this program, you will:

- Develop a clear and inspiring product vision that aligns with business goals.
- Create a comprehensive product strategy to guide development and execution.
- Identify and prioritize market opportunities through effective research techniques.
- Learn to communicate product vision and strategy to diverse stakeholders.
- Understand how to measure and iterate on product strategy for long-term success.

The Program Flow

Day 1: Foundations of Product Vision

- Understanding the role of product vision in successful product management.
- Techniques for market research and opportunity identification.
- Crafting a compelling product vision statement.
- Aligning product vision with company strategy and goals.



Day 2: Developing Product Strategy

- Key components of an effective product strategy.
- Analyzing competitive landscapes and market trends.
- Defining target user personas and value propositions.
- Creating a strategic product roadmap.

Day 3: User-Centered Product Development

- Incorporating user feedback into product vision and strategy.
- Techniques for user research and validation.
- Prioritizing features and creating a product backlog.
- Agile methodologies for strategy execution.

Day 4: Metrics and Measurement

- Defining key performance indicators for product success.
- Implementing data-driven decision making in product strategy.
- Tools and techniques for measuring product performance.
- Iterating on product strategy based on metrics and feedback.

Day 5: Communication and Stakeholder Management

- Effective presentation of product vision and strategy.
- Techniques for gaining buy-in from diverse stakeholders.
- Managing cross-functional teams and aligning goals.
- Creating a culture of continuous improvement and innovation.

Individual Impact

- Strengthen your ability to define and communicate a compelling product vision.
- Enhance your skills in strategy development, prioritization, and roadmap creation.
- Build stronger capability in using research, feedback, and metrics to guide product decisions.
- Gain practical confidence in influencing stakeholders and leading product direction.

Work Impact

- Improve alignment between product goals, customer needs, and business strategy.
- Strengthen the quality of product planning and long-term decision-making.
- Support better collaboration across teams through clearer communication and shared direction.
- Enhance the organization’s ability to build products that are strategic, user-centered, and commercially relevant.



Training Methodology

This program integrates product management frameworks, strategic thinking, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on product vision, market opportunity, and strategic execution.
- Practical exercises in vision development, roadmap planning, and stakeholder communication.
- Interactive workshops on user research, prioritization, and product measurement.
- Group discussions on strategy alignment, product challenges, and organizational buy-in.
- Frameworks and tools for applying effective product vision and strategy practices in professional settings.

Beyond the Course

Upon completion, participants will be better equipped to shape product direction with greater clarity, confidence, and strategic focus. They will return ready to:

- Build stronger product visions aligned with business and customer value.
- Develop clearer and more actionable product strategies.
- Communicate product direction more effectively to teams and stakeholders.
- Use feedback and performance insights to refine product strategy over time.

