Global Product Management: Strategies for Success Worldwide

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Vienna (Austria)

UK Traininig
PARTNER



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Why This Course

In today's interconnected economy, product managers are increasingly expected to think beyond a single market. Expanding internationally requires more than translating a product or launching in a new region. It involves understanding market dynamics, adapting to cultural differences, aligning pricing and positioning, managing global teams, and delivering products that remain relevant across diverse customer environments.

This intensive 1-week course equips product managers with the skills and knowledge needed to successfully manage products in a global context. Participants will learn strategies for international market entry, product localization, cross-cultural team management, and global product launches. Through case studies and hands-on exercises, attendees will develop a comprehensive toolkit for navigating the complexities of global product management.

What You'll Learn and Practice

By joining this program, you will:

- Develop strategies for successful international market entry and expansion.
- Master techniques for effective product localization and adaptation.
- Learn to manage cross-cultural product teams and stakeholders.
- Understand global pricing strategies and revenue models.
- Create and execute international product launch plans.
- Analyze global market trends and competitive landscapes.

The Program Flow

Day 1: Foundations of Global Product Management

- Introduction to global product management.
- International market analysis and segmentation.
- Cultural considerations in product development.
- Global product strategy frameworks.



Day 2: Product Localization and Adaptation

- Localization vs. standardization strategies.
- Adapting product features for different markets.
- Localization of user experience and design.
- Managing localization processes and teams.

Day 3: Global Pricing and Go-to-Market Strategies

- International pricing models and strategies.
- Developing global value propositions.
- Channel strategies for international markets.
- Legal and regulatory considerations.

Day 4: Managing Global Product Teams

- Cross-cultural communication and collaboration.
- Leading distributed product teams.
- Stakeholder management across borders.
- Global product development processes.

Day 5: Global Product Launches and Metrics

- Planning and executing international product launches.
- Global marketing and promotion strategies.
- Measuring success across different markets.
- Adapting and iterating based on global feedback.

Individual Impact

- Strengthen your ability to manage products across international markets with greater confidence.
- Enhance your skills in localization, pricing, and cross-cultural collaboration.
- Build stronger capability in creating market-specific strategies while maintaining product direction.
- Gain practical tools for leading global launches and making better decisions in multi-market environments.

Work Impact

- Improve the organization’s ability to expand products into new international markets successfully.
- Strengthen product-market fit through better localization and adaptation strategies.
- Support stronger coordination across regional teams, stakeholders, and product functions.
- Enhance global product performance through better pricing, launch planning, and market analysis.



Training Methodology

This program integrates global product strategy, practical market application, and cross-functional collaboration to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on international product expansion and global launches.
- Practical exercises in market analysis, localization planning, and pricing strategy.
- Interactive workshops on cross-cultural communication, stakeholder management, and go-to-market planning.
- Group discussions on regional differences, regulatory factors, and global product challenges.
- Frameworks and tools for applying global product management practices effectively in professional settings.

Beyond the Course

Upon completion, participants will be better equipped to manage products globally with greater clarity, confidence, and strategic awareness. They will return ready to:

- Build stronger global product strategies aligned with business goals.
- Adapt products more effectively for different markets and customer needs.
- Lead international product efforts with better coordination and communication.
- Support successful global launches through sharper planning, pricing, and market execution.

