



INSEAD

As one of the world's leading and largest graduate business schools, INSEAD offers participants a truly global educational experience. With campuses in Europe (France), Asia (Singapore) and Middle East (Abu Dhabi), INSEAD's business education and research spans three continents. Its 145 renowned faculty members from 40 countries inspire more than 1,400 students in its degree and PhD programmes. In addition, more than 11,000 executives participate in INSEAD's executive education programmes each year. INSEAD MBA programme is ranked #1 by the Financial Times in 2016 and 2017. More information about INSEAD can be found at www.insead.edu.

Product Management (PM) is now an executive level function. As companies become more product-led and product-centric, Chief Product Officers and other executive product roles are appearing and rising in prominence. At this level, strong leadership skills are critical to the success of the individual, team and organisation and oftentimes, people don't realise the impact their leadership style can have on themselves and others. As more product managers reach the executive ranks, they and their companies are recognising the need for accelerated development in this area.

To begin the process of honing executive-level product management skills, the Product Management Festival (PMF), an organisation dedicated to the development of product managers, and INSEAD, have partnered to develop the Product Management Executive Programme (PMEP). PMEP provides current and rising PM executives the tools, knowledge and know-how to lead effectively and to amplify their impact in the organisation.



Product Management Festival (PMF) is an organisation whose aim is to support product management (PM) as a profession. It contributes to the development of product managers and establishes their role in their organisations by offering them all the resources and tools to empower them to create products. Its mission is to amplify the impact of product management - not only on the products themselves, but also on their organisations, to help product managers be more successful, and to make a real difference. More information about PMF can be found at www.productmanagementfestival.com

This programme is designed to provide attendees with opportunities to deepen their understanding of leadership and to develop their capacity to exercise it effectively and responsibly, while also providing a balance of PM-focused sessions. It will be led in tandem by INSEAD faculty and product executives from leading technology companies, providing strategic insights from the field and skills that will be critical to your success. The leadership and PM content is intertwined to reflect the many demands PM executives face.

KEY BENEFITS

- Confront, acknowledge and develop your leadership style so that you can lead yourself and your organisation through growth and change
- Explore frameworks, recognise your impact on group dynamics and design actionable plans to build, develop and retain your teams
- Learn executive-level topics from top product management executives who will help you apply what they have learned to your situation
- Enhance essential soft skills as you learn how to interact and negotiate with the board, investors and strategic partners
- Grow your network with other product executives, and gain access to leading product management experts worldwide

PARTICIPANT PROFILE

The programme is designed to benefit:

- Participants who have reached Chief Product Officer, Vice President of Products, Head of Products or an equivalent level of responsibility who desire further personal and career development to amplify their impact on the organisation
- Participants who are senior level product management leaders transitioning to executive product management roles.

PROGRAMME CONTENT

Through guest lecturers from leading technology companies, cases, group activities and feedback and action planning, you will have opportunities to explore how leadership works. You will learn how PM executives have maximised their impact within their own organisations and how they have led and developed a sustainable product team.

Product Leadership

Learn from those who have come before you. Product management executives at the top technology companies present on topics that are critical to your success such as:

- Scaling the PM organisation
- Managing a board and other stakeholders
- Managing a product portfolio
- Building a product strategy and managing growth
- Using OKRs and KPIs effectively
- Guiding through organisational changes such as M&A

Leadership Development

INSEAD professors use group activities, cases and live examples to help attendees personally and professionally develop through topics such as:

- Acknowledging and developing your leadership style
- Acquiring the skills to lead diverse teams
- Leading without formal authority
- Understanding and using networks
- Harnessing the power of company culture
- Honing negotiation skills
- Communicating with a board
- Recognising your impact on group dynamics

Personalised Action Plan

Programmes are not effective unless you have a way of tying them all together. Our programme includes dedicated sessions that enable you to combine all the lessons learned and synthesise them into a personalised action plan.

FACULTY

Programme Director

Noah Askin

Assistant Professor of Organisational Behaviour

The programme will also feature guest speakers who are product management executives from the leading technology companies.

TUITION FEE*

9,200 Euros

(excluding VAT consideration and accommodations)

DATE, LENGTH AND LOCATION

26-30 November 2018, Fontainebleau (5 days)

1-5 April 2019, Fontainebleau (5 days)

CONTACT US

For further information on the programme, contact:

Product Management Festival

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www.insead.edu/executive-education/partner-programmes/product-management-executive

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.