BOOST
THE LEADING TRAINING PROVIDER

Management And Leadership

Innovative Product Development Processes for Managers

Course Introduction

New products and services are created by all size companies for the growth and improvement of their business. New products provide company sustainability by offering new value to its customers which generates additional revenues. Many of the new products are at an incremental improvement stage for past many years, with some new features incorporated in it. The success of product development process typically requires considerable resources that leverage the opportunity for better results in a customer's business.

This training course is designed to provide participants the essential concepts of the product development process. This course focuses on topics such as strategy and planning, value creation and product feature selection, concept development and ideas screening, value-based product pricing, and product solution definition and design.

Target Audience

- Product Managers
- Product Development Specialists
- Business Development Managers
- Strategic Planners
- Marketing and Market Research Professionals
- Financial Analysts and Planners
- Operations and Process Managers
- Project Managers
- Solution Architects
- IT and Technical Product Managers
- Sales and Marketing Leaders
- Business Analysts
- Innovation and R&D Leaders
- Entrepreneurs and Startup Founders

• Professionals in Telecommunications, Software, or Technology Sectors

Learning Objectives

At the end of the training course, participants will be able to:

- Gain a comprehensive understanding of the complete product development process
- Build products with sustainable competitive advantage
- Develop value and market-based product pricing, product cost models and product forecasts
- Prioritize new product ideas based on business strategic alignment, return on investments and ability to execute.
- Deliver new product developments on time and how to manage a team (or virtual team) of project resources and multiple business units' stakeholders
- Conduct a detailed project financial analysis.

Course Outline

- **01 Day One**
  - Strategy and planning
  - Define your market
  - Strategic market assessment
  - Development options
  - Value creation and product feature selection
  - Market segmentation
  - Competitor analysis
- **02 Day Two**
  - Concept development and ideas screening
  - Feasibility study
  - High level project planning
  - Business case structure and writing
  - Financial analysis: detailed project financial analysis, cost factors, revenue factors

- **03 Day Three**
  - Value based product pricing
  - Cost modelling and forecasting
  - Cost model development and product forecasting
  - Product and business requirements
  - Detailed project management plan
- **04 Day Four**
  - Product solution definition and design
  - Business process design
  - Quoting and ordering process, implementation, support, billing
  - Technical solution architecture
  - Functional model, data model, vendor evaluation, bench testing, ensuring design quality
  - OSS/BSS
  - Architecture considerations
  - Design tools and tips
- **05 Day Five**
  - PoC, ITIL, solution architecture templates
  - Finalising product build
  - Product sales and marketing guides, price sheets, product/service collateral, proposals, application forms
  - Technical solution build
  - Finals processes, technical guide, OSS/BSS
  - PRT / ORT
  - Product launch
  - Product lifecycle
  - Performance management & reporting
  - Leadership and staff choice, portfolio planning, marketing planning and budget

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 1, 2025	Sept. 5, 2025	5 days	2150.00 $	Virtual - Online
May 5, 2025	May 9, 2025	5 days	4250.00 $	UAE - Abu Dhabi

FROM	TO	DURATION	FEES	LOCATION
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 $	UAE - Dubai