

# Increasing Your Impact

## Workshop+Coach+Share

Many of you already know that at the heart of your value proposition as a Product Manager is to own the underlying problem you are solving. Making sure it's well defined, worth solving, understood and ultimately that any solution has the desired impact. In short, you're accountable for the return on investment of the collective efforts and outcomes created through the teams you work with.

In this Workshop+Coach+Share series you will join me, Andrew Tokeley, Product Leadership Coach, and a small group of your peers. You'll get practical advice, tips & tricks and learn how to express your value through better stakeholder engagement, strategic alignment, more meaningful internal product updates and more intentful product processes.

Key topics we'll cover include

- **Telling a good story in less than 30 seconds** - a key part of your job is clearly articulating the true value of a product, feature or enhancement. Fast.
- **Strategy, structure and alignment** - what makes a good strategy and how does it impact other aspects of your role
- **Product updates that don't suck** - moving beyond product updates that simply give release dates and apologies!
- **Taking the emotion out of prioritisation** - learn a simple technique for evaluating the value proposition of future product work
- **Using dashboards to communicate impact** - visualise how you're going to measure impact before you even begin

## Goal

My goal is to inspire you to evolve the way you work, try new things, gain a new perspective on the value of your role and ultimately have more impact. I also want the people you meet on the series to enrich your network, for you to share your experiences with them and to learn from the lessons of others.

## Audience

So who is the series for? Well, regardless of your job title, I've positioned it to appeal to people who have a few years under their belt as a product leader. The series is more about leadership and influence than delivery. You need to be interested in and in a role that allows you to exercise influence, not just track progress. You should already consider yourself a leader and be looking for inspiration and new ideas to have even more impact.

## Format

We're going to do things a little different! This is no attend-and-forget workshop, this one's got some follow through!

- **Workshop** - a 4 hour interactive workshop packed with practical advice, tools and techniques to help you become a more impactful Product Manager. At the end of the workshop you will choose one aspect of the workshop to incorporate into your work
- **Coach** - an individual coaching session with Andrew Tokeley to support you with your chosen activity and/or anything else on your mind
- **Share** - a 2 hour facilitated workshop where we re-group, share progress on activities and compare experiences.

## Cost

\$1500 + GST, per person, for 6 hours of workshops and 1.5 hours of personal coaching.

## Interested?

If this sounds like it's something for you please complete this [Registration of Interest Form](#) and I'll be in touch ASAP.