

# Building Insanely GREAT PRODUCTS

The Masterclass will help you to learn how you can enhance the chances of product success and reduce product failure. Steve Jobs coined the term "Building Insanely Great Products" and this session with many real-life examples will tell the story of what he meant by that phrase and how every organization can build insanely great products and services.

Masterclass will cover What Products Must Have To Succeed Six Keys to Success...SPICES

1. Strategy, 2. Process, 3. Information, 4. Customers, 5. Employees & 6. Systems & tools

Building Insanely Great Products covers the six keys to success, how to do market research, the importance of customer loyalty, innovation and design, using personas for development and not just marketing, determining the product's value proposition, the correct way to prioritize product features, market sizing that works, market segmentation, product positioning, distribution strategy, product lifecycle framework and process, and the customer journey and digital transformation.

This masterclass would provide all the templates to pull together a company strategy for product success.

## WHO SHOULD ATTEND

Business leaders, SBU Heads and Senior Managers

# OutThink

Leadership Masterclass Series

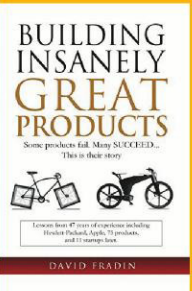
with

**DAVID FRADIN**  
President, Spice Catalyst

20, 27 July 2022 & 3 August 2022

CII Virtual Platform

David Fradin is called the guru of product management has over 50 years of product management, product marketing management and senior management experience., He is the Distinguished Professor of Practice and Advisor; Product Management Programs, WileyNXT and IIML He has designed eight courses on product management and product marketing and has trained thousands of managers throughout the world. He is the author of three books including "Building Insanely Great Products". Over the years, he has been responsible for 75+ products representing over \$250M in revenue.



## KEY TAKEAWAYS

- Learn what products must have to be successful the required competencies for success
- How to decide what your product will do
- Understand the product life cycle and process
- Learn about an Agile Product Lifecycle Framework and Process

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