

COME LEARN HOW **PRODUCT
PORTFOLIO PLANNING METHODOLOGIES
HAVE EVOLVED FROM OUR GLOBAL
PORTFOLIO PLANNING PRACTITIONERS.**



**2 DAYS PRODUCT PORTFOLIO
PLANNING SEMINAR.**



PORTFOLIO PLANNING.

Portfolio Planning is a delicate method used by organizations to align different functions and projects into one cohesive strategy.

What you will acquire from this 2-day seminar;
How to align and coordinate organization's different functions, ability to present your department's perspective, securing buy-ins from key decision makers, navigating ambiguity and mastering successful portfolio planning tools.

In this 2-day seminar we will address "barriers to execution" which is a crucial aspect of successful portfolio planning along with other topics. And how portfolio planning can streamline processes and facilitate the execution of a strategy shift with minimal disruption to ongoing operations.

2 DAYS SEMINAR.

DAY 1...

- Define “Portfolio Planning Process”
- Define role of “key Decision Makers”
- Why matrix environment delivers results
- Role of a campaign, and why collaborative approach is a must.
- Identify “Barrier to Execution”, How to “Influence in Ambiguous Environment”
- Why ambiguous situations are places of opportunity
- 30 minutes, Q&A.

DAY 2...

- Let's build that project selection criterion.
- Why projects in flight are never touched.
- Who is my favorite decision maker, WHY?
- Do I need to lobby for my Projects/Program, how can I get Additional Resources without creating a stir?
- Why key Decision Makers chop projects? What factors Influence their decisions?
- Do the key Decision Makers review each Project/Program? Do you have a seat on the table?
- Why project in flight is the favorite child in the room?
- What role consensus play in decision making?
- Final plan should be Elastic, Realistic, and Adoptable
- 30 minutes, Q&A.



ABOUT OUR PRODUCT PORTFOLIO TRAINER?



Hamad has been a Sales, Marketing, and Portfolio Planning trainer for well over 2 decades. His area of expertise includes, Strategic Communications for Business Leaders, building next generation of lean, ML/AI driven organizations. He is a Graduate of Massachusetts Institute of Technology, Cambridge, MA, where he completed his MBA, and holds a second master's degree in communication information systems from Robert Morris University, Pittsburgh, PA.

TRAINER MESSAGE.

“I believe that Implementation and integration of data science in business development and sales strategies is an absolute necessity”, Hamad said while maintaining an unwavering focus on the savvy nature of customers striving to fulfill their needs expeditiously.

Only way to correspond with your client's needs is by following the latest trends and exploring market needs. If your services align with what market demands, you will be accomplished, and your customers will validate your success.

“Propel with us in your new journey, or take your running business to a strategic ride with us!”



TRAINING HOURS.

- Training is conducted virtually every 2nd Thursday, in-person trainings are available only for Corp Clients (US and Foreign).
- Corp Clients in US, please call our dedicated salesteam: +1 (425) 633 7413.
- Global clients, please call our dedicated sales team: +1 (425) 951 9803 Groups of 10 or less.

COST.

Training cost per individual is: \$3599.00



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