



The Guild

FOR PROFESSIONAL PRODUCT MANAGERS

INTRODUCTION

How can product managers continue their professional development?

THE GUILD

CONTINUOUS PROFESSIONAL DEVELOPMENT

KEY BENEFITS

- Dive deeply into the most challenging professional topics
- Practice and share experience with peers
- Create a new professional network

THE GUILD LEADERSHIP

HADAS SHEINFELD

- A senior Product Management Executive
- 20 years of experience
- Experience leading products in Startups - ClickTale, Datagen and in Google
- Public Speaker and lecturer
- Leading a Product Management community of over 3000 members on Facebook

THE GUILD MEETINGS

Topic Meetings

Guided meeting - deep dive into key topics in product management. Review of best practices, tips and processes.

Discussion Meetings

The Guild members meet to share their own experience and learn from each other following the topic meeting.

MEETING TOPICS

01

Introduction - types of product management, types of companies

02

Planning - from sprint planning, to quarterly to a full Roadmap.

03

Stakeholder Management - from R&D, to UI, UX, Sales, Marketing and Exec team.

04

KPIs - definitions, standards, set up and monitoring.

05

Strategy - user, market, eco-system, vision, and how to get there

06

Managing complexity - complex products, complex processes, complex meetings.

THE DETAILS

10 Weekly Meetings

- 6 topic meetings (guided)
- 4 discussion meetings (team only)

Meetings will be held over Zoom, with one in-person meeting.

The participants

- individually selected based on years of experience, company type (Startup/Corp), product type

Cost

2000 shekel per participant, to be paid in advance of the first meeting.

REGISTRATION

To register for the next Guild complete the form

[LINK TO THE FORM](https://forms.gle/fFKeVvQx3vXV5S4M7)

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MORE INFORMATION



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