



The Guild

FOR PROFESSIONAL PRODUCT MANAGERS

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

TOPICS

01

Introduction - What makes a good Product Manager?

02

Product Discovery - methods, challenges

03

Planning - from Sprint to Roadmap

04

Stakeholder Management - UI, UX, Sales, Marketing and Exec team.

05

Metrics and KPIs - from Product metrics to Business metrics

06 + 07

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

08

Taking Product Management to the next step - leadership

THE DETAILS

7 Weekly Meetings

- 6 meetings on Zoom
- 1 workshop in person (in Tel Aviv)

The participants

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

Cost

2200 shekel (+ tax) per participant

To be paid via bank transfer in advance of the first meeting

REGISTRATION

To register for the next Guild complete the form

[LINK TO REGISTRATION FORM](https://forms.gle/bm4VuxGdCkYoR6dt6)

<https://forms.gle/bm4VuxGdCkYoR6dt6>

MORE INFORMATION



HADAS SHEINFELD

052-5342040

sheinfeld@gmail.com

www.thebloggerit.com