



# INSPIRED

Product Leadership

**P R O G R A M**

**If You Need  
Budget Approval**



**LYNNELEVY**

**Audience of this program:**

Product Management Leaders

**Future Trends:**

According to McKinsey, the top skills needed longterm are the soft skills. Soft skills are commonly defined as non-technical skills that enable someone to interact effectively and harmoniously with others, are vital to organizations and can impact culture, mindsets, leadership, attitudes and behaviors.

*These skills fall into the following categories:*

- 1 Advanced communication and negotiation skills**
- 2 Interpersonal skills and empathy**
- 3 Leadership and management skills**

“In addition to technology, digital, and data acumen, soft skills are also going to be increasingly in demand. As workplace environments experience fast-paced change and computers add a more straightforward, just-the-facts element to work, the ability to communicate, collaborate, and effectively work with others will be essential,” says labor ethnographer Karla Erickson, a professor of sociology at Grinnell College.

The Inspired Product Leadership program focuses on all of these skills but in the realm of product management to drive innovation and organizational success.

The overall theme is to innovate, we need to treat people as humans first with value and respect. It is only then that innovation will accelerate.

## Benefits of the Program:

### You will learn:

1

How to leverage leadership skills to DRIVE product STRATEGY.

2

How to influence and effectively communicate up, down, and across the organization.

3

Why focusing on influencing and inspiring your teams is the FASTEST way to innovate on a continuous basis.

4

How to save time and minimize the thrashing that comes with being a product manager, while giving you the 'headspace' to focus on the next big innovation.

## Program Review:

The program is 10 weeks long. It includes:

- 1:1 coaching sessions to guide you
- Twice weekly group coaching call for guidance, support, and learning
- Private Slack community of support and ad-hoc coaching
- Online Learning modules. Access to the modules for 1 year
- External content to aid your learning



## Syllabus:

### The program modules cover the following:

- Key communication and connection skills to build an innovative team and communicate up and down the product organization. How should you be communicating the roadmap? Why do audiences need effective communication styles?
- How to create diverse environments to ensure everyone's voice is heard
- Building trust inside and outside your teams. How to effectively build trust with senior leaders as well as external customers. How do tools are needed depending on the stakeholder (i.e sales vs marketing vs professional services). Leverage key connection strategies to start to build trust with key stakeholders so you can easily get to the key business challenges versus just hearing a feature list.
- Storytelling to effectively communicates to customers and stakeholders.
- How to grow your leadership and influence skills by starting to immediately make an impact on your organization
- Becoming an inspired leader through relationships and creating a subculture of psychological safety in your teams
- Managing Stakeholders and Senior Leaders.
- Managing conflict, dealing with toxic members of your team, effectively handling
- angry customers, and learning how to give, receive and request feedback
- Accelerating your leadership through a pivot towards tenants of the "future of work."

**Each week will have actionable steps to take within your current world of product as you experiment and start to shift your skills and move forward.**