



THE PRODUCT MANAGEMENT COURSE

Synopsis

w/Tobi Oyetunji
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COURSE INTRODUCTION

This comprehensive course is designed to equip aspiring and current Product Managers with the essential knowledge, tools, and skills to excel in building, managing, and delivering successful products. Participants will learn industry-standard practices, innovative methodologies, and hands-on techniques to navigate the full product lifecycle effectively.

LEARNING OBJECTIVES

- Gain a deep understanding of **Product Management Basics**, including the roles of a Product Manager, core tools, and platforms essential for driving product success.
- Learn to apply **Design Thinking** to build user-centric products, ensuring customer needs and business goals align effectively.
- Acquire practical knowledge in **UI/UX Design**, creating intuitive product flows, and prototyping with Lo-Fi and Hi-Fi designs.
- Master the processes of **Agile Methodologies**, including Scrum, sprints, and iterative development for successful product execution.
- Understand how to create and implement impactful **Product Strategies**, Roadmaps, and KPIs to track product performance effectively.



BENEFITS OF ATTENDING FOR PARTICIPANTS

- ➔ Develop the ability to create market-ready products with a strong focus on customer insights, strategic planning, and efficient execution processes.
- ➔ Build confidence in communicating and collaborating with cross-functional teams, stakeholders, and developers, ensuring seamless product delivery.

What TechPower Africa Stands to Gain

- **Enhanced Product Development Expertise:** Empower learners with cutting-edge knowledge and industry best practices in product management, enabling them to create innovative and market-ready solutions that align with global standards.
- **Increased Learner Success and Engagement:** Equip students with practical, hands-on skills in design thinking, agile methodologies, and product delivery, ensuring they excel in their roles and become advocates for your program.



COURSE OUTLINE

01 Product Management Basics

- Products and Product Management
- Product Managers and Related Roles
- Product Management tools & platforms

02 Product Methodologies

- Design Thinking & its Application

03 Introduction to design in Products

- Introduction to Product Design
- UI/UX Design Basics
- Flow Charts, Lo-Fi & Hi-Fi Designs

04 Product Development

- Waterfall & Agile Methodologies
- Agile Execution, Scrum & Sprints.

05 Product Excellence

- Product Strategy, Product Vision, & User Insight
- Product Roadmap
- Stakeholder Management

06 Product Delivery

- GTM Strategy
- MVPs, Product Demo, & Launch
- KPIs & Product Metrics



WHO THE COURSE IS FOR

- **Aspiring Product Managers** seeking a career in product management.
- **Transitioning Professionals** seeking to pivot into product management roles from other fields.
- **Professionals** aiming to enhance their product leadership and delivery skills.

COURSE DELIVERY MODE

Learning Approach: I utilize the distinct F-P-S approach for a blend of practical and engaging learning methods to ensure impactful results:

- ➔ **Flipped Learning:** Pre-session materials (videos, articles, or case studies) are provided for self-study, enabling participants to come prepared. Live sessions focus on solving product challenges, peer collaboration, and applying concepts to actual product scenarios.
- ➔ **Project-Based Learning:** Participants develop hands-on expertise by working on real or simulated projects such as crafting product roadmaps, conducting user research, or preparing go-to-market strategies. This approach fosters their creativity, critical thinking, and teamwork.
- ➔ **Scenario-Based Learning:** I use realistic product challenges to develop their decision-making and problem-solving skills. Participants tackle tasks such as navigating stakeholder management, strategizing MVP launches, or iterating on user feedback.

Learning Schedule: A flexible schedule to meet TechPower's training plan and budget:

Duration:
3 months (3 Days/week)
Monday, Wednesday, &
Friday

Time:
7 pm - 8:30 pm.

Delivery Options:
Virtual

Format:
F-P-S approach with
practical scenarios, group
projects & activities,
assignments, and live
training sessions.



ABOUT TOBI OYETUNJI



Tobi Oyetunji **Product Professional & Coach**

With Tobi's years in Agile Product Management, he has driven product growth and scalability across Agritech, FinTech, E-commerce, Inventory, Service Exports, and the Flight & Tourism, Waste Management, Fashion & Style, Blogging/Media, and Logistics sectors. His expertise spans product strategy, documentation, development, and customer-centric innovation, leaving a lasting impact on the industries he serves.

As the Founder and Principal Product Coach at Products & People, Tobi has built a brand dedicated to empowering businesses, teams, and individuals through tailored product coaching, consulting, and training. Under his leadership, Products & People has delivered programs that enhance product management

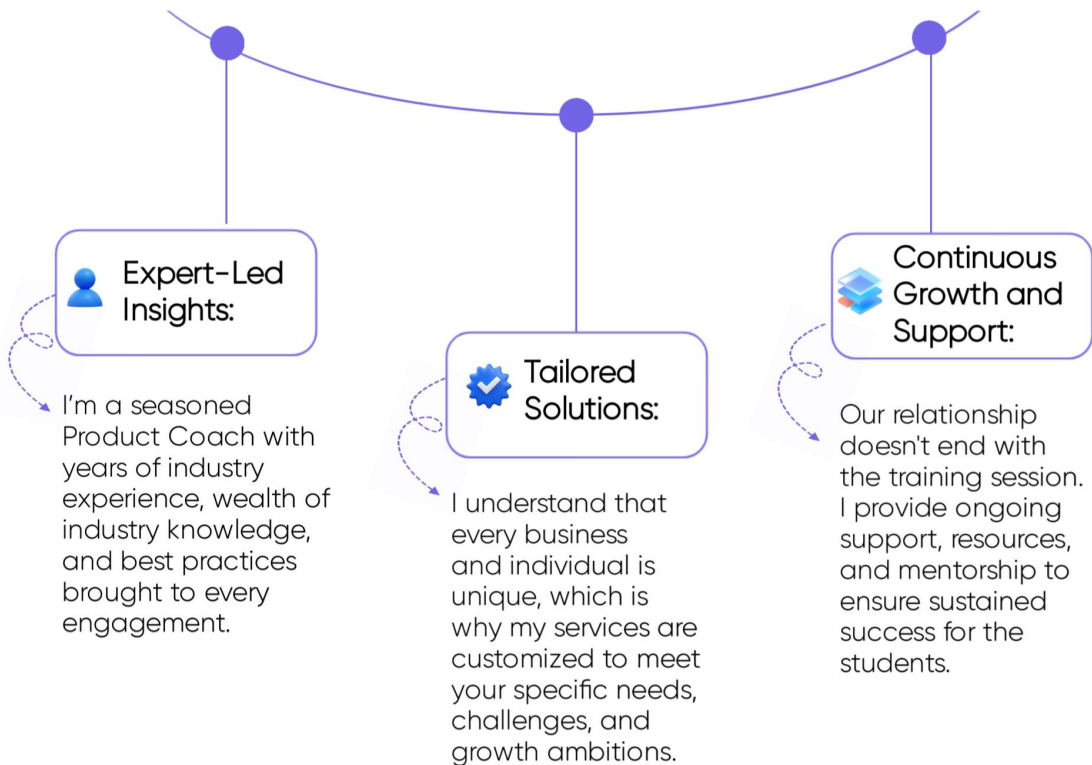
skills, drive team performance, and yield measurable business outcomes, helping professionals achieve excellence in their product careers.

Tobi actively shares his expertise and supports aspiring Product Managers. Beyond his extensive Product Trainings conducted for Rekrut Consulting, he has conducted extensive Product Management training for professionals and esteemed tech companies like Phillips Consulting, Utiva, Soft Alliance, Tangerine APT Pensions Ltd, CyberPay, PLLI, Transcorp Group, Heirs Group, and Commercial banks like the ALAT Wema Bank Ltd. and Jaiz Bank; His engaging lectures and speaking sessions spans renowned EdTech companies such as Utiva and More Techies, Fintech companies like Trifta and Loomo INC, Tech media platforms like Techclout Africa, and esteemed institutions like AEISEC in Lagos (Unilag), NBCC (Nigerian-British Chamber of Commerce) Academy, and other reputable companies like Fredacom.



MY EDGE IN EXCELLENCE

I'm committed to delivering excellence in everything we do. My Edge is built on three core pillars:




I go beyond traditional training to ensure TechPower's growth trajectory is enhanced, helping your team reach new heights of excellence.



CONTACT

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