

CPO – Chief Product Officer

Duration: 5 Days

Language: en

Course Code: MG2 - 213

Objective

By the end of this course, participants will be able to:

- Define the strategic role of the CPO and their impact on organisational growth.
- Design customer-centric product strategies aligned with business goals.
- Lead agile product teams through innovation, development, and launch cycles.
- Apply data analytics, user research, and market insights to shape product direction.
- Collaborate with C-level peers to balance product vision and business performance.
- Manage portfolios, roadmaps, and performance metrics effectively.

Audience

This course is ideal for:

- Current or aspiring Chief Product Officers (CPOs).
- Heads of Product, Innovation, or Digital.
- Product Managers transitioning to executive leadership.
- Entrepreneurs and founders responsible for product vision.
- CEOs and COOs seeking to understand product leadership.
- UX/UI, Data, and Tech leads with strategic responsibilities.

Training Methodology

The course uses a blended format of real-world case studies, expert-led lectures, strategic frameworks, and peer collaboration. Participants will engage in simulations and strategic mapping exercises, culminating in a product innovation capstone project.

Summary

In today’s dynamic, tech-driven markets, the Chief Product Officer (CPO) plays a pivotal role in driving innovation, customer-centricity, and competitive advantage. This course equips aspiring and current CPOs with the advanced skills required to lead cross-functional product teams, define and execute winning product strategies, and align innovation with business objectives.

Participants will explore product lifecycle management, go-to-market strategy, user experience

leadership, data-driven decision-making, and organizational influence—preparing them to lead product functions at the highest executive level.

Course Content & Outline

Section 1: The Strategic Role of the CP

- Understanding the evolving role of the Chief Product Officer.
- The CPO’s relationship with the CEO, CTO, CMO, and stakeholders.
- Setting a long-term product vision aligned with company strategy.
- Building and leading high-performance product organizations.
- Governance, accountability, and managing innovation risk.

Section 2: Product Strategy, Roadmapping, and Portfolio Management

- Defining product strategy and aligning it with business priorities.
- Building and managing a product portfolio (core, adjacent, disruptive).
- Creating and updating strategic product roadmaps.
- Balancing customer needs, technical feasibility, and business viability.
- Tools for prioritisation: RICE, MoSCoW, Kano Model.

Section 3: User-Centric Design and Market Fit

- Design thinking and product discovery
- Gathering customer insights through research, testing, and feedback loops.
- Ensuring product-market fit through iterative prototyping.
- Leading UX strategy and improving user adoption.
- Aligning design, development, and go-to-market teams.

Section 4: Data-Driven Product Leadership

- Leveraging data analytics in product decisions
- KPIs, OKRs, and metrics that matter for product success.
- Customer success metrics: NPS, CLTV, churn, retention.
- Experimentation and A/B testing for continuous improvement.
- Product analytics tools: Mixpanel, Amplitude, Hotjar, GA4.

Section 5: Scaling Products and Leading Cross-Functional Teams

- Launching and scaling products globally.
- Building cross-functional alignment between Product, Engineering, Sales, and Marketing.
- Managing Agile product teams and delivery velocity.
- Navigating product pivots and strategic adjustments.
- Leading transformation in product-driven organisations.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Sales & Marketing

Tags

C-suite, Chief Product Officer, CPO

Related Articles



How to Build a Product Mindset: A Comprehensive Guide

Learn what a product mindset is, why it matters, and how to develop it. Compare it to project thinking and explore future trends in product development.