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Course Name

Strategic Product Leadership: Aligning Product Execution with Business Strategy

Sector Name

Sales, Marketing and Customer Service

Document Type

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Strategic Product Leadership: Aligning Product Execution with Business Strategy

Course Introduction

In today's fast-paced and competitive market, even the most innovative products can fall short if they are not closely aligned with the organization's strategic goals. This program equips senior product leaders with the skills, frameworks, and tools needed to lead product strategy with clarity and impact.

Participants will learn how to translate business strategy into actionable product roadmaps, prioritize initiatives that deliver maximum value, and align cross-functional teams around shared objectives. Through a combination of interactive workshops, real-world case studies, and hands-on exercises, attendees will gain the capability to drive product initiatives that consistently support organizational growth, customer satisfaction, and competitive differentiation.

By the end of the program, participants will be able to confidently lead their product teams in executing strategies that matter, communicate product decisions with impact, and measure outcomes that drive long-term business success.

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Strategic Product Leadership: Aligning Product Execution with Business Strategy

Target Audience

- ✓ Product Managers & Senior Product Managers
- ✓ Product Directors & Heads of Product
- ✓ Product Owners & Agile Product Leaders

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Learning Objectives

- ✓ Develop the capability to define and communicate a clear product vision aligned with organizational strategy.
- ✓ Translate business strategy into actionable product roadmaps and initiatives.
- ✓ Align cross-functional teams (engineering, marketing, sales, operations) around strategic priorities.
- ✓ Apply advanced frameworks and tools to prioritize initiatives based on value, risk, and strategic fit.
- ✓ Measure impact of product decisions on strategic business outcomes.

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Course Outline

✓ DAY 01

Understanding Strategy and Market Context

- ✓ Connecting organizational strategy to product outcomes
- ✓ Analyzing market trends, customer needs, and competitive landscape
- ✓ Identifying strategic opportunities for product differentiation
- ✓ Mapping products to strategic priorities

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Course Outline

✓ Day 02

Defining Product Vision and Strategic Objectives

- ✓ Crafting a clear product vision and mission aligned with business goals
- ✓ Translating strategy into measurable product objectives and outcomes
- ✓ Using customer insights to guide strategic decisions
- ✓ Aligning product portfolio with organizational priorities

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Course Outline

✓ Day 03

Strategic Roadmapping and Prioritization

- ✓ Building product roadmaps that reflect strategic intent
- ✓ Prioritization frameworks: RICE, WSJF, Kano, and value-risk analysis
- ✓ Balancing short-term wins and long-term bets
- ✓ Engaging stakeholders in roadmap alignment

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Course Outline

✓ Day 04

Execution, Metrics, and Cross-Functional Alignment

- ✓ Defining success metrics and OKRs for product initiatives
- ✓ Monitoring progress and adapting strategy based on data
- ✓ Leading cross-functional teams: product, engineering, marketing, and sales
- ✓ Communicating strategy effectively to internal and external stakeholders

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Course Outline

✓ Day 05

Strategic Leadership and Action Planning

- ✓ Influencing without authority: leading strategic change
- ✓ Decision-making frameworks for complex product trade-offs
- ✓ Governance practices for ensuring strategy adherence
- ✓ Developing a 90-day action plan for strategy execution
- ✓ Wrap-up and peer review: Presenting actionable strategic plans

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 18, 2026	Oct. 22, 2026	5 days	2150.00 \$	Virtual , Online

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