



# Product Positioning

## Transforming Market Problems into Market Power

**In this workshop, product managers and marketers** will acquire essential skills for strategic product positioning in competitive markets. Through interactive sessions and exercises, participants will learn to craft compelling positioning strategies that resonate on emotional and psychological levels with their target audience. Led by industry experts, attendees will explore best practices in competitive analysis and differentiation, gaining insights into connecting with targets and capturing discretionary creativity from extended product teams. Moreover, participants will delve into how to analyze markets, competitors, and capabilities, empowering them to attack market opportunities from a position of strength.

Participants will emerge equipped with strategies to motivate and align extended product teams, fostering innovation and collaboration. By harnessing the power of strategic positioning, attendees will navigate complex market landscapes, driving consumer engagement and loyalty. Through activities and case studies, participants will develop skills to adapt to changing market dynamics and seize opportunities with confidence.

### TOTAL HOURS

**7.5**

KNOWLEDGE SHARING:  
40%

ACTIVE APPLICATION:  
30%

DISCUSSION AND REFLECTION:  
30%

WORKSHOP PREREQUISITE:  
**FOUNDATIONS + 1-2 HOURS OF PRE-WORK**

## WORKSHOP OBJECTIVES

**MAIN OBJECTIVE:** Equip participants with skills for strategic product positioning and market analysis in competitive environments.

### Master Market Problem Assessment

- Prioritize inadequately solved problems
- Uncover niche differentiation opportunities

### Excel in Competitive Analysis

- Understand competitors' strengths
- Pinpoint market gaps

### Align Distinctive Competencies with Market Opportunities

- Identify distinctive competencies
- Drive purposeful innovation through differentiation

### Build Effective Positioning Artifacts

- Including personas, distinctive competencies, positioning documents
- Integrate positioning artifacts across business functions

## WORKSHOP TOOLS AND TEMPLATES

Market problems, competitive analysis, distinctive competencies, personas, positioning worksheet, and positioning document.

## WORKSHOP MODULES

**Market Problem Assessment** – Uncover pressing market needs to drive innovative solutions and strategic differentiation.

**Competitive Analysis** – Gain insights into rivals' strengths and weaknesses to strategically position products.

**Aligning Distinctive Competencies** – Match organizational strengths with market demands to drive innovation and competitive advantage.

**Building Effective Positioning Artifacts** – Craft compelling messaging to resonate with target audiences and drive market success.

**Continuous Vigilance and Improvement** – Stay ahead by monitoring trends, adapting strategies, and fostering a culture of innovation.

## WORKSHOP REQUIREMENTS/EVALUATION

All workshop participants will be required to complete a pre-course assignment and will be notified in advance. Students are also required to engage in active application exercises and group discussions. Upon successful completion of this workshop, students will have moved

from a basic understanding of product positioning to application of problem based product positioning in real world scenarios. A badge is provided for students successfully completing this workshop.

