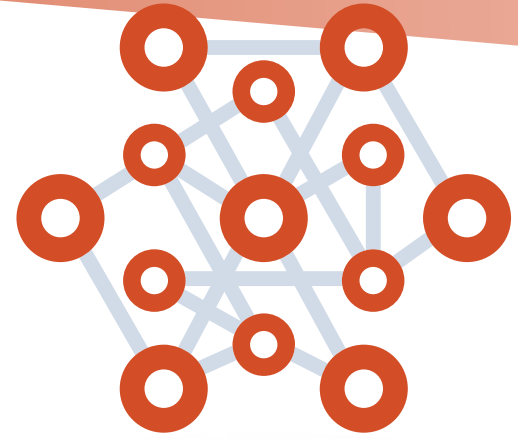




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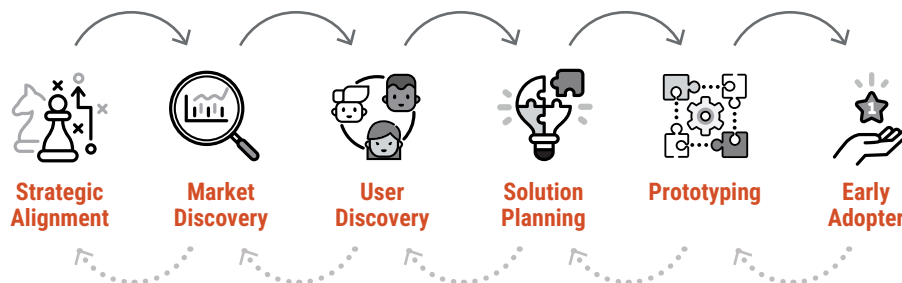


Mastering B2B Product Innovation

Learn the skills to build innovative
B2B products with confidence

Mastering B2B Product Innovation is a self-paced, online workshop for B2B Product Managers and Innovators building new enterprise software and IoT solutions. The workshop is anchored on the six stages of the B2B Innovator's Map, a strategic framework that guides you through the innovation journey from idea to early customers.

The Six Stages of the B2B Innovator's Map



With this workshop, you'll go from feeling stressed and overwhelmed by the complexities of launching new B2B products to feeling confident in your ability to lead your company from idea to early customers while keeping your leadership team aligned and supportive throughout the innovation journey.

TOTAL HOURS

7

FORMAT:
ON-DEMAND

Contact sales for
team training.

WORKSHOP
PREREQUISITE:
NONE

v24.07

WORKSHOP OBJECTIVES

Shorten the learning curve - Learn everything required to get a new B2B product to market, from idea to first ten customers.

Develop a repeatable model for success – Gain a proven innovation framework to enable consistent and predictable delivery of new products.

Align your organization - Rally the broader organization and develop a common language on what it takes to support innovation.

Mitigate risk – Learn the tools and techniques to lower the personal and organizational risk around new product development in B2B.

Quickly demonstrate your impact – Leave the program with a blueprint of everything you learn applied to your specific product, including clear milestones to measure progress against and risks that could derail your new product.

WORKSHOP INCLUDES

- Access to 7 modules with in-depth coverage of the B2B Innovator's Map via easy-to-consume, in-depth video lessons.
- Real-world B2B examples and case studies.
- The B2B Innovator's Workbook, where you'll apply your new skills to your own product
- Curated innovation resources to go deeper into various innovation topics.

WORKSHOP COMPLETION

Upon successful completion of this workshop, student will be issued a Pragmatic Institute badge.



WORKSHOP MODULES

WELCOME

- Lesson 1: Workshop introduction
- Lesson 2: Meet your instructor
- Lesson 3: How to make the most out of the workshop

STAGE 1 Navigating the B2B Innovation Journey

- Lesson 1: Demystifying the B2B Innovation Journey
- Lesson 2: Buyers, Champions, and Users. Understanding enterprise customers
- Lesson 3: The Innovation Journey, from idea to your first ten customers

- Lesson 4: The B2B Innovator's Map
- Lesson 5: How to create a common innovation language
- Lesson 6: Case study – Postmortem of a failed product
- Take action: Assess the health of your product using the B2B Innovator's Map

STAGE 2 Strategic Alignment

- Lesson 1: Introduction to the Strategic Alignment Stage
- Lesson 2: Agreeing on the customer problem to explore
- Lesson 3: How to run a stakeholder alignment workshop

- Lesson 4: Assembling your Advisory Board
- Lesson 5: Wrapping up and advancing to the next stage
- Take action: Apply your learnings in the B2B Innovator's Workbook

STAGE 3 Market Discovery

- Lesson 1: Introduction to the Market Discovery Stage
- Lesson 2: How to define your Target Market
- Lesson 3: How to size your Target Market
- Lesson 4: Understanding the pains of your Champion

WORKSHOP MODULES CONTINUED

- Lesson 5: Where do you find your Champions? Building a Discovery Network
- Lesson 6: How to explore multiple markets. Fast
- Lesson 7: How to communicate and get buy-in on your discovery findings
- Lesson 8: Wrapping up and advancing to the next stage
- Take action: Apply your learnings in the B2B Innovator's Workbook

STAGE 4 User Discovery

- Lesson 1: Introduction to the User Discovery Stage
- Lesson 2: Discovering your User Ecosystem
- Lesson 3: How to organize your User Ecosystem
- Lesson 4: Digging deeper into the needs of your User Ecosystem
- Lesson 5: Wrapping up and advancing to the next stage
- Take action: Apply your learnings in the B2B Innovator's Workbook

STAGE 5 Solution Planning

- Lesson 1: Introduction to the Solution Planning Stage
- Lesson 2: Prioritizing your User Ecosystem
- Lesson 3: How to use Solution Diagrams to align your stakeholders

- Lesson 4: Creating an Experiment Roadmap
- Lesson 5: Case study – Accelerating innovation via Wizard of Oz experiments
- Lesson 6: Wrapping up and advancing to the next stage
- Take action: Apply your learnings in the B2B Innovator's Workbook

STAGE 6 Prototyping

- Lesson 1: Introduction to the Prototyping Stage
- Lesson 2: Building and refining prototypes
- Lesson 3: The pillars of innovation – Desirability, Feasibility and Viability
- Lesson 4: Case study – How to convince your stakeholders to abandon a project
- Lesson 5: Ideas on how to test your business model
- Lesson 6: Wrapping up and advancing to the next stage
- Take action: Apply your learnings in the B2B Innovator's Workbook

STAGE 7 Early Adopter Stage

- Lesson 1: Introduction to the Early Adopter Stage
- Lesson 2: Delivering value to your first ten pilot customers
- Lesson 3: Seven principles of successful pilot programs

- Lesson 4: Four techniques to move fast, build less and learn more
- Lesson 5: Eight areas where you should not cut corners
- Lesson 6: Where do you go after your first ten successful customers?
- Take action: Apply your learnings in the B2B Innovator's Workbook
- Closing remarks

ABOUT YOUR INSTRUCTOR

DANIEL ELIZALDE



Daniel Elizalde is a seasoned Product Executive and Advisor empowering B2B Product teams to accelerate innovation and build products that customers need.

Through his training programs, Daniel has upskilled over 1,500 B2B Product professionals from top companies, including GE, Siemens, ABB, Mercedes Benz, Tesla, Microsoft, and more, on launching successful Enterprise Software and IoT solutions.

Daniel is also the bestselling author of The B2B Innovator's Map and a startup mentor at Greentown Labs and Third Derivative, two of the US's most prominent Climate Tech accelerators.

Daniel has over 24 years of Technology experience, including former roles as VP, Head of IoT at Ericsson, Head of Products at Stem (AI-powered, high-growth energy storage startup in Silicon Valley), and Instructor at Stanford University Continuing Studies.