

The Inspired Product Leader Program

Accelerate Your Product Career

Program Overview
2019-2020





Audience of this program:

Product leaders and influencers (i.e. Product Manager, Senior Product Manager, Director, Product Marketing Managers, and UX Leads).

Is This You?

Are you a high-achiever in product management who is bored and unfulfilled? I get it. I was in the same place ten years ago. One of the challenges we face as high-achievers is we become bored with the status quo. We want to be learning and growing. We want to love what we do and not be stressed every day as a product manager. And we want to have a seat at the product strategy table?

Do any of these sound like you?

1. Do you see OTHERS getting the great product roles and you wonder how did they get so lucky?
2. Are you micro managed by others?
3. Do you work in a toxic culture that creates an environment of stress and anxiety?
4. Do want to be a strategic product LEADER and INFLUENCER but can't figure out how to get there?
5. Are you constantly fighting against what is needed versus "the SHINY RED CAR" that leadership wants?
6. Do your new product ideas get IGNORED or SHOT DOWN by upper leadership? Are you losing CONFIDENCE?
7. Do you come home every day with your head spinning from STRESS
8. Do you find yourself doing BORING, TACTICAL work all day long? For example, reviewing endless list of customer enhancements.
9. Are you are drowning in so many issues and fire drills that you cannot even think about how to move your career forward?



If so, the good news is this program is for you!

Benefits of the Program

You will learn:

- How to leverage leadership skills to DRIVE product STRATEGY versus incremental tactical product changes
- How to effectively manage remote teams
- How to save time and minimize the thrashing that comes with being a product manager, while giving you the 'headspace' to focus on moving your CAREER forward
- How to leverage your wins and insights to gain the RECOGNITION, RESPECT, and SALARY you deserve along with a spot in the strategic inner circle
- How to reduce stress, manage the chaos of product management, and start to love what you do again.



It is time to start earning what your worth. It is time to get your voice heard and start driving product strategy.



Program Overview

The program includes:

- 1:1 coaching sessions to guide you as your start to move forward
- Twice weekly group coaching call for guidance, support, and learning
- Private Slack community of support and adhoc coaching with Lynne
- Online Learning modules. Access to the modules for 1 year
- Monthly LinkedIn Branding Coaching
- Storytelling / Interview Coaching practice multiple times per month
- Office Hours for additional 1: 1 support
- Practical tools you can start to implement immediately to start to move your career forward

Syllabus

The program modules cover the following.

- **Accelerating your career** through balancing your strengths, what you love to do, and your background.
- **Networking skills** to grow your connections and leveraging those connections
- **Interview and LinkedIn Strategies** to land the perfect job.
- **Mindset and Confidence** building to reduce stress and anxiety while increasing your confidence in yourself.
- **Tools** to lead, influence, and connect with your teams
- **Gaining clarity** on what you want, where you are, and how to start moving forward. We also build skills to help you be comfortable with being uncomfortable. The focus is on leveraging your strengths to grow your career in product.
- **Key communication and connection skills** to build an innovative team and communicate up and down the product organization. How to start communicating your brand to the market. How should you be communicating the roadmap? Why different audiences need different communication styles.
- **Building trust** inside and outside your teams. How to effectively build trust with senior leaders as well as external customers. How different tools are needed depending on the stakeholder (i.e sales vs marketing vs professional services). Leverage key connection strategies to start to build trust with key stakeholders so you can easily get to the key business challenges versus just hearing a feature list.
- **How to grow your leadership and influence skills** and experimenting with one core tenant of product. How to start to GROW your brand in the market as well as with the C-suite.
- **Work is a relationship, not a contract.** Becoming and inspired leader through relationships and creating a sub culture of psychological safety in your teams
- **Managing Stakeholders and Customers** so they are on your side and become your biggest supporter.
- **Managing conflict**, dealing with toxic members of your team, effectively handling angry customers, and learning how to give, receive, and request feedback
- **Building your brand** inside and outside the organization



Each week will have actionable steps to take within your current world of product as you experiment and start to shift your skills and move forward.

Are you ready?

Contact Lynne@lynnelevy.com and we can discuss if the program is the right fit for you.