

# Management Crossing

*First-Rate Moves. To Work The Challenges.™*

Seminar Description

## Product Manager >Crossing

Increase benefits from product managers substantially.

Delivery method: inhouse seminar, 2-3 days

Goals and topics: to choose at <http://www.productcrossing.com>

<http://www.managementcrossing.com>

# Product >Crossing

*... it moves beyond Product Management !!!*

## 1. Leading Edge

- **Product Manager >Crossing** Create a better base for product manager success - learn methods which combine product management with up to 25 further management procedure like leadership, conflict handling, stakeholder management.
- **Product Manager Cases** Built new concentration on central and decisive product manager cases. Get integrated, effective and cross-functional case solutions such as realistic product planning, effective product change processes and working product communication.
- **Product Manager >Crossing Drivers** Use five organization levers to achieve desired improvements of product manager work: first success, best practices, case identification, metrics, productive mode switches.
- **Product Manager >Crossing LearnWay** Revitalise, streamline and reorient views, overcome personal borderlines and enable yourself for entrepreneurial acting.
- **Product Manager >Crossing Result Levels** Maximize results of learning investment on up to four levers: personal growth, product quality, business success, with guarantee.
- **Product >Crossing Measures** State quality of product execution and improvement success by using specific measures. Make turning to practice a major issue.
- **Seminar Benefits** Beside others you get the **Product Manager >Crossing-Roadmap**, the **Product Manager >Crossing Handbook-CD** and the **Product Manager >Crossing Certificate**.

# Product >Crossing

*... it moves beyond Product Management !!!*

## 2. Seminar Goals: More and better than just a Product Manager Training !

The **Product Manager >Crossing Seminar** maximizes benefits from product manager role taking by giving ultimate new concentration on **central and decisive Product Manager Cases**.

It applies **entrepreneurial product management** uniquely combined with **up to 25 further management procedures**, such as leadership, risk and conflict management, customer orientation, process optimisation.

Product Manager >Crossing multiplies existing **competencies** (such as product processes already a strength) and makes available **best practices** (such as methods and proven understandings). Using a unique approach it sets up new product manager strengths and realizes effective product procedures.

Regarding the product-related issues and the corresponding network processes and connected jobs as a "**company within a company**" (like a profit centre) is a crucial approach for realizing advantages. The total available know how, methods, procedures, processes and organisational forms are used to master product situations actively and comprehensively. **Entrepreneurial product leadership** is a central issue here.

You can use the Product Manager >Crossing Seminar to boost product manager capabilities for **all product types and sizes**.

The **seminar** develops insights, abilities and hands-on concepts for a set of most critical **product manager cases**. Solutions the participants get will make them able to practice a strong product manager role and will definitely **go beyond usual product manager seminars**.

So today you may choose to take a traditional seminar - or better the **Product Manager >Crossing Seminar**.

Includes:      **Product Manager >Crossing Roadmap**  
                          **Product Manager >Crossing Certificate**  
                          **Product Manager >Crossing Handbook-CD**

### 3. Seminar Themes: Product Manager Case Solutions

Depending on the demands of the business, product-complexity and given situations, product manager success is influenced by the art of mastering **Product Manager Cases**.

This program includes approaches to increase benefits from a product managers work substantially. Participants will acquire the most relevant product manager capabilities to run the product successfully. We will look for **integrated, effective and cross-functional** solutions for these cases:

#### Products, product leadership, product matrix

- Realization of a strong product philosophy and culture, understanding of best-in-class methods and practices, understanding differences.
- Establishing top level organisation and technical structures for strong product work.
- Role of the product manager.

#### Strategic product steering

- Creating the product strategy, aligning product plans with the strategy, product segmentation.
- Creating the product fact basis: internal facts, external facts.

#### Product Start Up

- Assembling the product business case description / product master plan.
- Preparing the product launch road-map.

#### Key product performance processes

- Conducting the market analysis.
- Achieving marketing effects: product marketing goals, market communication, marketing-mix, aligning with marketing.
- Achieving innovation effects: Managing innovation, product ideas and technology analysis /assessments.
- Realizing development targets, product development, product introduction, development projects.

#### Communication, Cooperation, Influencing

- Create positive product pressure and conflict handling steps.
- Push up product work performance by direct motivation efforts.
- Have unconventional communication and cooperation methods applied.
- Establish right meeting policy and structures.
- Work effectively in virtual projects / teams.
- Take methods and procedures as basic tools for project cooperation.

#### Operational product profit control

- Making of the realistic product plan (process, tools).
- Control of the market and product life cycle.
- Realizing product control.
- Handling of decision and crisis situations.

#### Organization of product work

- Competent play of the product/line matrix organization
- Formulating and realizing tasks and competences of product management.
- Knowing and living the product manager role.
- Casting entrepreneurship.
- Procedures for handling of working interfaces.
- Organisation of the product team.

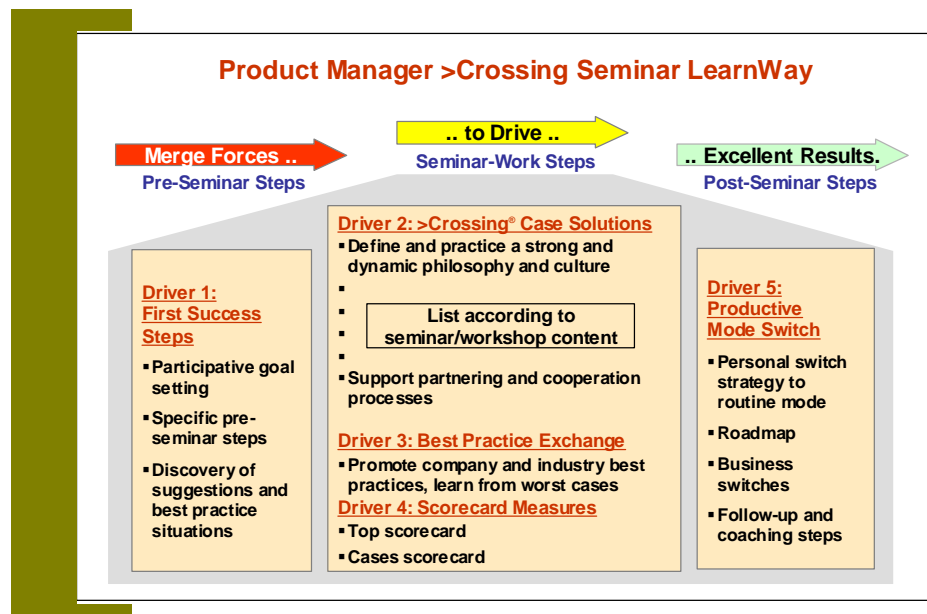
#### Special: Customer orientation

- What customer orientation makes
- Align product features to customer requirements, customer advantage and buying factors.
- How to gain customer satisfaction.
- Analysis of customer value chains.
- Developing customer demands.

(\*) Topics to choose at <http://www.productcrossing.com>

## 4. The Seminar LearnWay

The **Product Manager >Crossing Seminar** is one of five pathways(\*) to put **Product >Crossing** to practice. You will come along with the **>Crossing Seminar LearnWay** which is a three-step approach to handle **five >Crossing® Drivers**:



### "Merge Forces"

Performing a pre-seminar step you will identify your **goals, ideas and best practices** and get motivated for the course.

### "to Drive"

In the course situation you actively discover the **Product Manager Case Solutions** and do the exchange of **best practices**. Each case will have **measure values** to be important for tracking the methods in practice.

### "Excellent Results":

At the end of the course you will be fitted with a set of **productive switch tools**: personal roadmap, actions to your business environment, network and coaching help tools.

We do the training in a wealthy mix of lectures, presentation of examples and exercises.

According to our knowledge the **Product Manager >Crossing Seminar LearnWay** produces the highest output and satisfaction from your seminar investment we know.

(\*) More **>Crossing Pathways** are: Product >Crossing Review, Product >Crossing Framework, Product >Crossing Online Seminar, Product >Crossing Online Support..

Merge Forces to Drive Excellent Results.™

## 5. The Project >Crossing Method

At this point we give you some information about **Project >Crossing**.

The backbone of **Project >Crossing** is the **>Crossing Method**, which merges numerous best practices, procedures and methods to achieve superior results. It creates conditions and abilities which, as it were, enforce project success. Project >Crossing consists of three core competencies, which are summarized in the **Project>Crossing Credo**:

### Merge Forces to Drive Excellent Results.™

In all product situations, in managing products and in product support.

1. Core Competence <b>Merge Forces ..</b>	2. Core Competence <b>.. to Drive ..</b>	3. Core Competence <b>.. Excellent Results.</b>
<p><b><u>Integrate Product &gt;Crossing Forces.</u></b></p> <p>Identify and integrate the best approaches, practices and strengths.</p>	<p><b><u>Apply Product &gt;Crossing Drivers.</u></b></p> <p>Use five drivers to fix product cases and make available relevant inputs, approaches and solutions.</p>	<p><b><u>Enforce Product &gt;Crossing Results.</u></b></p> <p>Produce results on up to four levels.</p>
<p><b><u>Forces are:</u></b></p> <p><b>Product Management-Procedures:</b> Product goals, product start-up, product planning, product strategy, positioning, product control, product reporting, product life cycle, tasks in product organisation, organising product work, product team, co-operation, product guideline</p> <p><b>Additional Techniques:</b> Business strategy, networking, partnering, virtual working, process optimisation, leadership competence, self organisation, entrepreneurship, customer orientation, metrics for improvements</p> <p>Process management, project management, product development, quality management, capacity management, qualification, stakeholder management, culture management, international affairs, risk and crisis management, change management, best practice identification.</p>	<p><b><u>Drivers are:</u></b></p> <p><b>1. First Success Steps</b> Analyse business and product requirements, make available people experiences and ideas, look for fast solutions in the very beginning of the improvement effort.</p> <p><b>2. Learning from Best Practices</b> Analyse best practices (internal, external), find and transfer success factors.</p> <p><b>3. Project Case Solutions</b> Select critical case, find best solutions using the &gt;Crossing Case Solution Finder.</p> <p><b>4. Scorecard Measures</b> Measures to evaluate conversion success.</p> <p><b>5. Productive Mode Switches</b> Trainings, individual action plans and roadmaps, transfer to routine tasks, integration existing systems and procedures.</p>	<p><b><u>Results sind:</u></b></p> <p><b>1. Personal Growth</b> Higher motivation, new strengths, better use of existing strengths, more personal competence, personal roadmaps.</p> <p><b>2. Project-Quality</b> Higher effectiveness and efficiency in all product roles, more security for reaching product goals.</p> <p><b>3. Business Success</b> Product processes are high quality processes and supporting business success.</p> <p><b>4. Guarantee</b> The fourth result level is new in management and business improvement: the &gt;Crossing-Guarantee. More security for the money invested.</p>



## 6. Who should attend ?

This course is made for those who ...

- are **growing** into project roles (project leader/manager, team member) or **want to proof** their actual role taking (project managers, team members, functional managers, project engineers),
- are already **experienced** but wish to learn **something new** in and beyond Project Management (project managers, team members, functional managers, project engineers),
- **take responsibility** for conditions allowing project success (human resource, senior managers, line managers, head of project management),
- already attended a project management seminar but want **to have an add-on**,
- are accepting an **unique learning process** for reaching greater results.

## 7. Faculty

Seminar leader is Dipl.-Wirt.Ing. **Günter Mempel**.

Günter Mempel is founder of MEMCO Mempel Management Consulting. He developed the **>Crossing Business Move Method**. Starting a consulting career with Arthur Andersen he was engaged in strategic management and project management in the aerospace industry.

His focus in an over 20 year long international consulting experience is to implement high effective and practicable management concepts on all company levels like business strategy, innovation and project management, marketing and sales, product management, key account management, organisation. He's is creating and delivering courses in various fields, especially in project management.

**Industries:** Automotive, chemistry, pharmaceutical, electrical systems, energy production and supply, aerospace, mechanical engineering, robots, medical instruments, software development, telecommunication and more

## 8. Seminar Benefits

### The >Crossing !

Work more effectively with yourself, the project and line people, motivate directly by empowering and supporting, make conflicts productive, have effective communication procedures.

### The LearnWay !

You will attend the seminar by having experienced first success in pre-seminar steps. In the seminar you will learn more valuable views on project-work you ever had and you will start mapping the productive steps. Next to the Project Manager >Crossing Seminar you will turn the findings to practice immediately with highly positive effects to the whole network you are in.

### Use it as a High Value Approach to establish superior management processes and results !

Instead of attending common Project Management seminars (which normally use a narrowed mindset), you should follow the >Crossing LearnWay. That ensures that you get an integrated wake-up, relying on numerous proven management techniques, combined in a really innovative way with guaranteed, multi-level results.

### Use it as an Add-On Capability !

>Crossing kisses strengths Hello! If you are already well-organised you can use the Project Manager >Crossing Seminar as an indispensable add-on to existing structures and capabilities. In this case the course is the programme to revitalise, streamline and reorient your existing views and processes. You can also fill the gaps and build up additional strengths.

### KSV Knowledge Solution Value™

The KSV Knowledge Solution Value™ formula gives a decision help by comparing values produced using Project Management and Project >Crossing. KSV-calculation shows a more than 7 times higher rate for Project >Crossing.

### The Project Manager >Crossing Roadmap !

The participants will get the Project Manager >Crossing Roadmap which will be a valuable support for transferring the seminar findings to practice.

### The unique Project Manager >Crossing Certificate !

People participating in Project Manager >Crossing Seminars will get a Project Manager >Crossing Certificate, which is outstanding in the world and qualifies you for the cross-thinking way of management.

### The Project >Crossing Handbook-CD !

So you can use the Project Manager >Crossing Know How every time and on the road.



Participation in the **Power Project Manger >Crossing Seminar** will ....

- make available **best practices** in handling projects and project-related situations according to the project manager role (knowledge transfer),
- strengthen the real **cross-functional, goal driven project idea** and action taking (alignment) in such a way as you put your learning's to practice,
- give **new concentration** on cases most relevant for profitable and successful project work execution (work efficiency and problem solving),
- encourage **to think lateral, act unconventional, brake out and change** (motivation and empowerment),
- make **turning to practice** a major issue (productive switches),
- enable **to measure post-training progress** in a simple way (control),
- give **guarantee for success** (if wished).

**MEMCO Mempel Management Consulting**

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