



AI AND DIGITAL TRANSFORMATION TRAINING

Product Management for Digital Products

3 day course

Classroom, online or in-house

Course overview

A product manager has responsibility for an outcome and authority over nobody, which makes the job one of deciding what not to build and being able to explain why. This course covers that discipline. Delegates work through discovery and evidence that a problem is worth solving before anything is committed, defining the user and the job they are trying to get done, and prioritisation frameworks and their honest limits. Roadmaps are treated as statements of intent rather than delivery promises, which is where most product credibility is lost. Working with engineering and design without becoming a requirements clerk is covered. Metrics, experiments and deciding what a result actually proves follow. The course closes on stakeholder management and on killing a feature that somebody senior wanted.

What you will learn

- Run discovery that evidences a problem before committing to build
- Define the user and the job they are trying to get done
- Prioritise with a framework while understanding its limits
- Present a roadmap as intent rather than a delivery promise
- Work with engineering and design without becoming a requirements clerk
- Design experiments and judge what a result actually proves
- Manage stakeholders and stop work that a senior person wanted

Who should attend

- Product managers and product owners
- Business analysts moving into product roles
- Founders and business owners building digital products
- Engineering and design leads working with product
- Marketing staff supporting product launches

Course outline

- 01 Responsible for an outcome, in charge of nobody
- 02 Discovery and evidence
- 03 Users and jobs to be done
- 04 Prioritisation frameworks and their limits
- 05 Roadmaps as intent
- 06 Working with engineering and design
- 07 Metrics and experiments
- 08 Stakeholders and stopping work

Upcoming dates

Dates	Venue	Format	Fee per delegate
4 to 6 November 2026	Online	Online	R6,500
18 to 20 November 2026	Gaborone, Botswana	Classroom	R14,950
3 to 5 March 2027	Cape Town, South Africa	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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