PRODUCT HQ

BECOME A CERTIFIED PLATFORM PRODUCT MANAGER

- ONLINE - TRAINING - CERTIFICATION
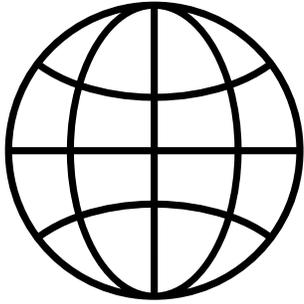
PLATFORM PRODUCT MANAGEMENT

Platform Product Management involves leading prioritizing, and supporting platforms of products in an organization. The role of a Platform Product Manager is multifaceted, and as such, they need to be able to work with different groups to ensure goal-oriented outcomes.

CAREER GROWTH

Glassdoor puts a product manager position as the 3rd best job in the United States for 2022.

SALARY ESTIMATES

In the United States, the average base pay for a platform product manager is $126,328 per year.

GROWTH

In the U.S. interest in platform product management has grown exponentially in the last few years.

PRODUCT HQ

Founded in 2014, Product HQ is a global leader in Product Management training with a community of over 30,000 product professionals.

Our training certificates and credentials are internationally recognized across industries by employers who are hiring product owners.

All of our instructors are real-world Product Leaders working at top technology companies including Google, Facebook, Netflix, Airbnb, PayPal, Uber, and Amazon.

THE PROGRAM

Product HQ's Certified Platform Product Manager Course is a gateway to learning the fundamental strategies, and frameworks associated with platform product management. With over 50 interactive lectures split across eight (8) units, the course provides you with a detailed understanding of platform product management taught by an expert platform product leader. The course approaches platform product management from a strategic and practical perspective, diving into key frameworks like the foundations of platform business models and how to define the right platform strategy.

Additionally, the course is loaded with interview questions from product experts and PHQ-approved downloadable templates, that will play a pivotal role in helping you to succeed as a platform product manager.

AMPLE LEARNING MATERIAL

Discover the frameworks, strategies, and management practices that will make you a successful platform product manager.

HANDS-ON EXPERIENCE

Learn by building your own platform launch plan and how to bring your platform product. to market.

LIFELONG CAREER SUPPORT

Take advantage of our immense networking possibilities to secure partnerships that last a lifetime.
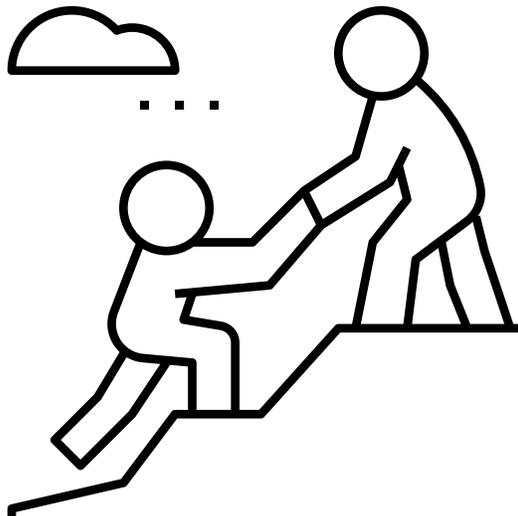
LEARN FROM THE BEST ONLINE RESOURCES

We work with hiring managers and experts to curate our curriculum.

GET GUIDANCE FROM OUR COMMUNITY

Connect with a community of like-minded product professionals who will help you on your journey to becoming a world-class product manager.

NETWORK WITH YOUR PEERS

Take advantage of PHQ's exclusive networking opportunities to carve a meaningful path for your career development.

HOW IT WORKS

Signing up for our PHQ Certified Platform Product Manager Course is **hassle-free**:

- ✔ **No prior PM knowledge required**
- ✔ **No course pre-requisites**
- ✔ **No prior PM work experience**

Just follow the registration steps below to gain lifetime access to our course:

REGISTRATION

ENROLL IN COURSE

Click the 'Enroll in Course' button on the page to be redirected to the payment page.

INPUT PAYMENT INFORMATION

Create an account with PHQ that will enable you to log in and view your course material. Be sure to introduce your payment and billing information.

START LEARNING

Immerse yourself in the teachings of our expert product management instructors. Don't forget to complete your assignments and work on your capstone projects.

CONNECT WITH THE COMMUNITY

Join our invite-only PHQ Facebook and Slack groups and take advantage of a powerful network of tech-industry leaders.
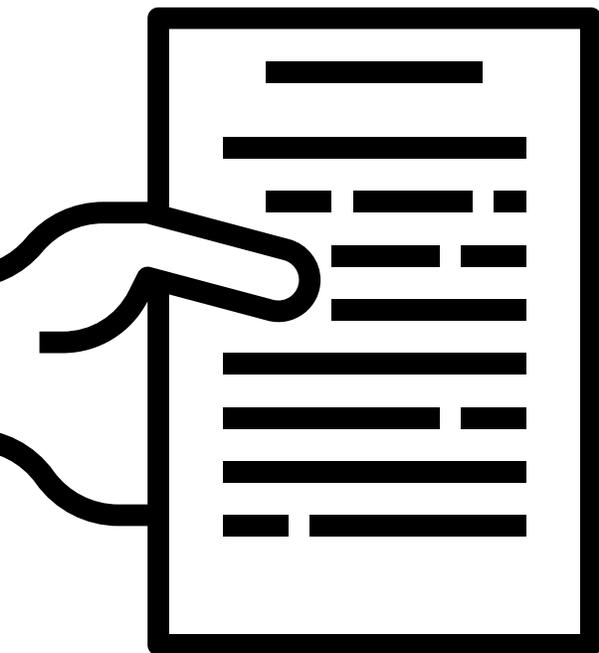
UNITS - OVERVIEW

Each unit of this course covers concepts, activities, skills, and responsibilities associated with being a platform product manager. All units feature a combination of materials, le ctures, projects, hands-on exercises, reading/viewing exercises, and career-related coursework. The recommended time allocation is based on a total of six (6) hours of work and can also be scaled according to your student needs.

WHAT'S INSIDE?

PROGRAM & CAPSTONE PROJECTS

- Ground yourself in an inherent purpose that will guide how you approach this course and your long-term professional development.

- Discover the right mindset that will help you unlock your fullest potential throughout this course and set you on the path to becoming a world-class platform product manager.

- Find out how you can take advantage of hidden elements within yourself to push you forward and achieve your overall goals.

- Get acquainted with our recommended Capstone frameworks and lay a solid foundation to nail your personal project.

By the end of this module, you will have received a solid introduction to our PHQ Platform Product Management Program as well as the requirements of the Capstone project that you will be working on.

MODULE 1 - ANALYSIS

- Understand the foundations of the business model and how this instills platform thinking in day-to-day product execution.

- Learn how to analyze the platform use case by defining and understanding the problem and whether it is a good candidate for the platform business model.

- Learn how to use empathy maps, their components, and how it helps to define user details and their needs.

- Learn how to validate your concept, the importance of validation, and the steps involved.

- Discover how to validate the viability of your platform use case and the stages involved in the validation process.

MODULE 2- PLANNING

- Learn the importance of a platform vision, platform planning, and the questions you need to ask when creating a strategy.

- Learn how to create your platform vision and how to develop a strategic plan from inception to the peak phase of your business.

- Learn how to build your platform strategy and the strategies that can be chosen based on the existing business strategies.

- Discover the elements of platform strategy and how to create an execution plan based on your platform strategy.

MODULE 3 - IMPLEMENTATION

- Learn how to define the right platform strategy for your product.

- Learn how to define platform capabilities and features - a key phase in creating your roadmap.

- Discover how to carve out your platform MVP (minimum viable product), the steps involved, and the best technique to use.

- Understand how to build a platform roadmap, the importance of creating milestones, and setting timelines.

MODULE 4 - LAUNCH AND SUCCESS METRICS

- Learn how to create a launch plan and what goes into creating and executing one.

- Find out what pre- and post- launch tasks are important for the success of your platform.

- Learn how to define your platform's success criteria and how tracking the right metrics helps interpret your platform's performance.

- Learn how to gather post-launch data and how to analyze it.

MODULE 5 - CONTINUOUS IMPROVEMENT

- Learn how to continuously manage and prioritize your platform's backlog and how it differs from linear product prioritization.

- Discover the importance of metrics-driven prioritization and how these metrics allow you to make improvements.

- Learn the different teams involved in platforms and how to create the best team structure to benefit your platform.

- Master how to grow and sustain your platform.

MODULE 6 - PLATFORM PM INTERVIEW QUESTIONS

- Discover the most common ways in which recruiters structure their interviews.

- Learn the skills to help you feel more confident when answering interview questions.

- Find out the best possible answers to key platform product manager interview questions.

- Run through simulations of platform product manager interviews to help you develop the right approach to facing difficult or unexpected recruiter questions.

MODULE 7 - PLATFORM PM RESUME

- Learn how to structure your platform PM resume

- Discover the best ways to communicate that you are the right person for the role through your resume.

- Learn the do's and don't of a platform product manager resume and what you should and should not add.

- Master how to demonstrate your key competencies and objective statement and how to make it result-focused.

- Make use of Product HQ's exclusive resume template.

MODULE 8 - INDUSTRY LEADER INTERVIEWS

- Listen in on exclusive interviews with platform product managers who work for some of the biggest companies in the United States.

- Learn the scope of their roles, experiences, achievements, and successes, problems encountered, and how they overcame these issues.

- Connect with these industry leaders on LinkedIn.

10. BONUS CONTENT

- Gain exclusive access to the PHQ product community, where you can connect with other like-minded product individuals.

- You'll have access to templates that you will be able to use when creating your product portfolio and platform PM resume.

- Get direct lifetime access to our Platform Product Management Course and use it as a reference point when making future decisions.

TESTIMONIALS

> The material was specific and actionable, and I think it would be a good fit for either new PMs or PMs who were new to platforms. The best thing I like about the program is that it is concise and actionable.
>
> — Katarina Struckmann, Senior Product Manager

> The format and information given were exceptional. The community is a huge bonus as well. My favorite part of the program is peer reviews.
>
> — Tiffany Landers, Business Analyst

DEVELOP PORTFOLIO-WORTHY CAPSTONE PROJECT

The best way to learn platform product management is by working on projects. With Product HQ, in addition to small projects designed to reinforce specific technical concepts, you'll complete a capstone project focused on realistic platform product management scenarios that you can show to future employers.

YOUR CAPSTONE PROJECT

1. PLATFORM PRODUCT PROJECT

Your capstone is where you apply your knowledge of platform product management. You'll take an idea and develop an execution-ready product strategy.

You'll learn how to:

a. Identify problems worth solving

b. Perform industry analysis

c. Choose user needs that make the biggest impact

d. Validate your platform product ideas

e. Learn how to improve your platform product continuously

1. ASSIGNMENTS AT THE END OF EVERY MODULE

You'll have to:

a. Create a shareable Miro board

b. Develop questionnaires and create SWOT analysis reports

c. Develop a business vision and platform strategy

d. Create a platform roadmap

e. Create an end-to-end user journey

f. Define metrics for a platform business

g. Provide feedback to other students

And so much more...

FREQUENTLY ASKED QUESTIONS

When does this course start and finish?
This course is intentionally structured to be completed over the span of a few weeks. It is self-paced - you decide when you start and finish, but we encourage you to complete 5 - 10 hours/week.

How long do I have access to the course?
How does lifetime access sound? As mentioned before, we are 100% committed to adding even more bonus content (we love all things product and enjoy adding content!) as well as bonus interviews with awesome product leaders. After enrolling, you will have FREE LIFETIME ACCESS to all of it for as long as you like - across any and all devices you own.

What if I am unhappy with the courses?
We would never want you to be unhappy! If you are unsatisfied with your purchase, Contact us in the first 30 days, and we will give you a full refund.

INSTRUCTORS

Tabassum Memon
Senior PM @ Amazon

Primary Instructor:
Tabassum Memon is a product leader at Amazon, author of "Effective Platform Product Management," and CPO of Classroom Hunt. Her extensive experience as a platform strategy advisor has allowed her to be a coach and consultant on several platform and product topics.

Additionally, Memon was a product manager at Thoughtwork Technologies and is co-chair of the product management track at Grace Hopper.

With over 15 years of knowledge and experience as a product manager and all her successes, Tabassum Memon is a leader in the platform product management field.

PRODUCT HQ

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