



# PRODUCT ACADEMY

Starting date:  
**February 22, 2021**

Up your game and transform your product teams with our product immersion program.

## What to expect

- 1 CROSS-FUNCTIONAL PARTICIPATION**  
Our deep-dive context survey ensures a tailored experience with the right partners included.
- 2 VIRTUAL CLASSROOM**  
Meetings occur virtually and leverage collaboration tools like Mural.
- 3 RELEVANT EXERCISES**  
Coursework based on your actual day job allows you to apply learning immediately.
- 4 PRACTICAL CONTINUOUS IMPROVEMENT BACKLOG**  
We help you prioritize improvements you can use well after the course ends.
- 5 NETWORK OF PRACTITIONERS**  
Stay connected with other learners for future collaboration.

## Weekly schedule



12-3 p.m. (CST)  
**Immersion and lessons**



Optional  
**30-minute office hours**



10-11 a.m. (CST)  
**Group share and retrospective**



**Cost: \$3,900 per Product Manager**

(Up to 3 partners/stakeholders invited to join periodically at no charge.)

For questions or to register, please contact [Pete@Keyot.com](mailto:Pete@Keyot.com)

## Weekly topics

### WEEK 1

**Fundamentals, Behaviors & Vocabulary**

### WEEK 2

**Defining Your Product(s), Customer(s), and Desired Outcomes**

### WEEK 3

**Defining Your Team's Value Stream**

**WEEK 4 & 5  
Product Discovery Techniques**

**WEEK 5  
Flex Week**

**WEEK 6  
Team Level Planning & Delivery**

**WEEK 7  
Cross-Team Coordination & Launch**

**WEEK 8  
Continuous Improvement Backlog**