

## **Product Leadership: From Zero to Hero**

Why do some product leaders succeed while others don't?

Do you know the secret to developing a successful product and product team?

### **Introduction**

In today's lightning-fast technology world, good product management is no longer optional—it's a core driver of business success. Every company is under pressure to deliver innovative products, adapt to shifting customer needs, and stay ahead of competitors. At the heart of this challenge is the product leader, the person responsible for guiding vision, strategy, and execution.

Yet, while the role of product leadership has never been more important, it also remains one of the most misunderstood. Product leaders often carry immense responsibility for outcomes but have limited authority over the resources and teams required to achieve them. They must influence without always having direct control, inspire cross-functional collaboration, and balance strategic thinking with day-to-day decision-making.

This tension explains why some product leaders rise to the challenge while others struggle. The difference often lies not in technical expertise but in the ability to lead with clarity, communicate effectively, and create alignment across the organization. Successful product leaders bring people together, connect vision to execution, and foster a culture of accountability and innovation.

The demand for skilled product leaders is growing, but the path to becoming one is not always clear. Many product managers are promoted into leadership roles without the training or support needed to thrive. Others face evolving expectations as their organizations grow from startup to enterprise. As a result, building strong, confident, and adaptable product leaders has become one of the most pressing needs for modern businesses.

This workshop is designed to close that gap. It equips participants with the skills, insights, and tools required to step into product leadership roles with confidence. Through a mix of case studies, simulations, and interactive exercises, participants will learn what it takes to build successful products, lead effective teams, and grow into influential product leaders.

Are you ready to transform yourself into a competent product specialist—and perhaps even the product leader your organization has been waiting for?

### **Program Objectives**

This program aims to:

- highlight those challenges while being true to the idea that great leaders share universal skills and characteristics
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### **Learning Outcomes**

After completing this program, the participants should be able to:

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- capture approaches, styles, insights, and techniques
- provide a guide for other product managers hoping to emulate their success

### Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### Who Should Attend?

Strategic Department personnel, Product personnel, Product Managers, Marketing personnel, Financial Personnel, Operation Managers, Senior Management, and anyone involved in product development.

### Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Fundamental of Product Management</b></p> <p>This module introduces participants to the foundations of product management, tracing its evolution from traditional business practices to the demands of the modern technology era. Through a combination of storytelling and video case examples, participants will explore how product management has developed over time and how organizations have adapted their approaches at each stage. By the end of the session, participants will gain a clear understanding of the role product management plays in driving value, aligning business goals with customer needs, and setting the stage for effective product leadership.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Product Leadership</b></p> <p>For development, the leader alone would be successful. This module introduces the role of a team and the maker. First, the participants learn challenges specific to product leadership through a case study. From the case study, the participants should be able to make product development strategies and collaborate effectively and productively. Then, the participants would learn the skills and knowledge needed as a product development team. Then, the participants would put all skills and knowledge required into the training needs analysis to nurture product leadership.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Being a Great Product Leader</b></p> <p>In this module, the participants would learn the setting product</p>

	principle by reviewing the organisation vision to strategy. The participants would be able to conduct a roadmap after forming a strategy according to the organisation vision and mission. The participants would learn how to instil the concept that a product is a team effort and everyone in the organisation is responsible for the product's success. The participants would learn how to manage a cross-functional team during the product development process in this module.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>The Formula for Success</b></p> <p>In this module, the participants would identify the factors that contribute to the success of product development. The participants would learn how to come out with criteria for successful growth in this module. Besides, the participants would also like a discussion on the characteristics of successful product teams. Finally, the participants would learn how to use the rubric to identify product leaders in this module.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Hiring Product Leadership</b></p> <p>In this module, the participants would learn how to determine if they need a product leader, the criteria of product leader required and the process of recruitment of a product leader. In addition, by the end of the module, the participants should be able to nurture their in-house product leader.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>The Startup Organisation</b></p> <p>In this module, the participants would learn how to recruit startup product leaders, overcome the challenges in being a startup product leader, and manage the team's expectations as a startup. Then, the participants would undergo a simple survey to identify the startup product leadership style. Finally, the participants would learn step-by-step how to be a successful startup product leader.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>The Emerging Organisation</b></p> <p>In this module, the participants would learn how to recruit emerging organisation product leaders, overcoming the challenges in emerging organisation product leaders, managing the team's expectation as emerging organisations up. Then, the participants would undergo a simple survey to identify the emerging organisation product leadership style. Finally, the participants</p>

	would learn step-by-step to be a successful emerging organisation product leader.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>The Enterprise Organisation</b></p> <p>In this module, the participants would learn how to recruit enterprise product leaders, overcome the challenges in enterprise product leadership, and manage the organisation. Then, the participants would undergo a simple survey to identify the enterprise product leadership style. Finally, the participants would learn step-by-step how to be a successful enterprise product leader.</p>