

OUR MASTERCLASS

Product Management and Innovation Masterclass

An immersive product management training with
the inventor of the Google's innovation process

14th and 15th January 2022

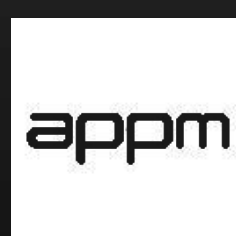
· Portugal ·



Business Retreats™

LEARN FROM THE GREATEST MINDS

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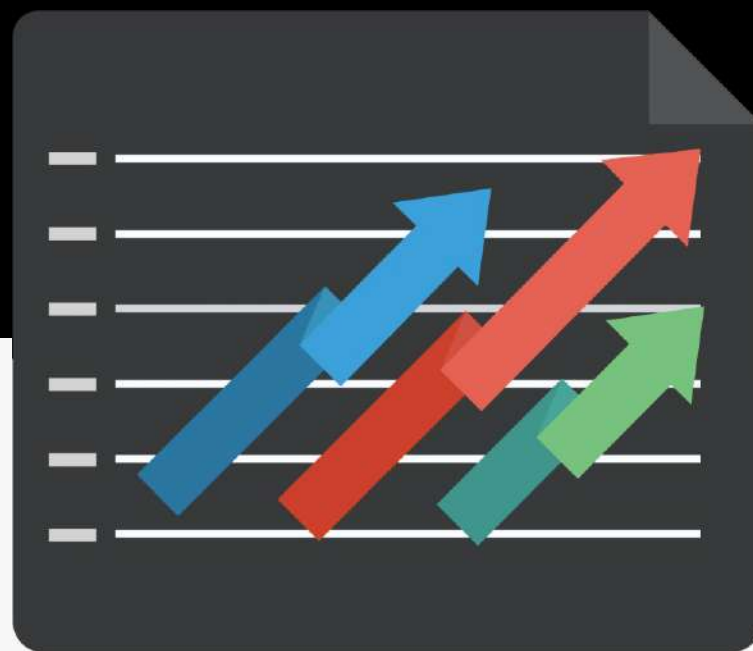


ENTIDADE
FORMADORA
CERTIFICADA

What is our masterclass?

A 2-day product management retreat with a 2-week online post-program that aims to challenge leaders to learn how Google manage projects, ideas, innovation and products, to improve:

- ✓ Fast Project development;
- ✓ Fast prototyping;
- ✓ Improve team performances;
- ✓ Solve problems faster than your competition;
- ✓ Lean Project management;
- ✓ Clarity over new ideas and costumer needs;



Interact,
Learn,
Apply.

- ✗ How Google test new idea
- ✗ Eliminate waste in project development
- ✗ Clarity over solutions, ideas and problems
- ✗ Manage innovation and prototyping
- ✗ Maximize efficiency in meetings and brainstorming (SPRINT process)

Who are our business consultants?



Jake Knapp

Former Google Partner and
Creator of Google's innovation methodology

- ✓ Former Google Product Strategist
- ✓ Former Partner at Google Ventures
- ✓ Guest instructor in MIT and Harvard Business School
- ✓ Creator of Google's innovation methodology – *SPRINT*
- ✓ Co-founded Gmail and Google Meet
- ✓ Advisor at LEGO, SLACK, IDEO and NASA
- ✓ Led SPRINT processes form everything from Google X, Gmail, Chrome, medicine companies, Google Chrome and more.



For whom?

This international program is orientated for:

- CEOs and Executives
- Product managers
- Project managers and directors
- For people who lead and need to take the most out of a product, team or project, eliminating waste.

This program is designed by Jake Knapp in partnership with Excel Formação.



“The genius of Jake Knapp’s Sprint is its step-by-step breakdown of what it takes to solve big problems and do work that matters with speed and urgency”

Beth Comstock

Vice chair of General Electric



Day 1
Agenda
14th Jan, 2022



Jake Knapp

16:30

Sunset (Early-birds) – **Day 0**



09:00

Set the stage: Challenge, Team, Time and Space

09:30

The trouble with good ideas

10:45

Coffee-Break and relax in nature



11:15

Sprint day 1: Start at the end & Map

13:00

Lunch



14:20

Sprint day 2: Remix and improve

15:15

Sketch

16:30

Coffee-Break and relax in nature



17:00

Sprint day 3: Decide, Rumble & Storyboard

17:40

Practical Approach

18:30

BBQ & Saxophone sunset



Day 2
Agenda
15th Jan, 2022



Jake Knapp

08:45 Introduction session

09:00 Sprint day 4: Fake it & Prototype

09:30 Practical Approach

10:45 Coffee-Break and relax in nature



11:15 Sprint day 5: Small Data, Interview & Learn

13:00 Lunch



14:20 Practical Approach

15:15 Slack case study

16:30 Coffee-Break and relax in nature



17:00 Google Hangouts case study

17:40 Post-program explained and how should we carefully implement this lesson

18:30 BBQ & Saxophone sunset



Amazing experience

The most beautiful Countryside

Hotel Segredos de Vale Manso

The masterclass will take place in one of the most prestigious Hotels in the central region of Portugal. A special retreat that provides participants with a unique learning experience. Over 20 international consultants have passed through here, such as Temple Grandin, PJ Budler and Victor Cabrera.

Sunset Magical Experience

Exclusive package (Early-birds) participants will have access to the sunset on previous day of the event, where will take place an open session with a quick story-telling.

Always with a good jazz music behind the scenes.

BBQ Sunset & Live Jazz

Different advantages for each pack



Exclusive

Early-bird
Ends at 30/09



1625 €+IVA

Standard

Opens at 1/10



1825 €+IVA

16h with the expert	✓	✓
Practical approach (PT)	✓	✓
Handbook and Tools	✓	✓
Community access (blog)	✓	✓
Branding game app	✓	✓
Signed certificate	✓	✓
Signed book (dedication)	✓	✗
All meals included	✓	✓
BBQ Sunset & Jazz	✓	✓
1st night Hotel	✓	✗
2nd night Hotel	✓	✓
Sunset Magical Experience	✓	✗

Groups



Under Request

Special group solutions and private retreat group accommodations.
Call us for a customized option.

Ask for places availability: business@businessretreats.net