



# Leading Technology Product Innovation

Leverage technology to  
drive innovation.



## Overview

How do companies build great technology products?

The most successful technology innovators all have one thing in common - a culture of continuous innovation and the ability to adapt to change and disruption. The rise of digital technologies has accelerated the pace of disruption across industries, creating the urgent need for organisations to intensify corporate innovation efforts and continually reinvent themselves.

Leading born-digital companies like Apple, Salesforce, and Google have thrived on mindsets and capabilities that allow them to continually innovate and differentiate their products and business models. As traditional industry players respond to emergent technological forces in their industry, practitioners in these organisations must gain critical product innovation skillsets that facilitate the creation of digital products and processes to compete in the new economy.

The **Leading Technology Product Innovation** programme is designed to equip executives with tools, techniques, and frameworks to create innovative technology products and solutions, successfully scale them, and sustain growth and profits.

## Programme Impact

Create innovative products that drive growth.

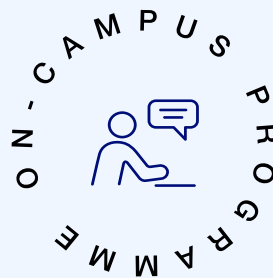
Gain hands-on experience and practical insights on creating innovative technology products right from ideation to execution. Elevate your mindset, abilities, and methods by using practices like design thinking and hypothesis-driven approach to innovation. Learn specific data, tools, and analytical techniques for creation of products that deliver customer delight and profits to your organisation.

## Dates and Programme Fees

Start date:  
Dec 10-11, 2022

Programme Fees:  
INR 85,000 + taxes

Location:  
Hyderabad



## Key Takeaways

- Identify customer personas and segments to validate problem and solution hypotheses with
- Define your ideas and appropriate metrics to rate them
- Learn how to create concept stories (pitch) and storyboards
- Understand your customers more deeply
- Explore nimble and agile ways to gather user feedback
- Build and ship minimum viable products (MVPs) early and often
- Use appropriate analytical methods to analyze product data and nimbly respon
- Explore examples of how traditional industries have reinvented themselves taking advantage of the latest technology and the evolving business models

## Who Should Attend

This programme is relevant for senior managers and executives who are driving innovation and want to build great technology products within the enterprise innovation ecosystem. Practitioners from traditional or emerging cloud-native industries will also benefit from this programme. As would entrepreneurs and product managers in technology firms.







## The ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.

## Globally Renowned Faculty

ISB faculty includes leading academics with strong domain expertise that is drawn from extensive research, real-world engagements, and rich teaching experience in top global business schools. The faculty also includes accomplished industry practitioners, who have been at the helm of global businesses. These experts will challenge your existing way of thinking, broaden your horizons to include new perspectives on complex problems and their solutions, and empower you to effect innovative ideas and change in your organisations

## Research-backed Thought Leadership

ISB is ranked #1 amongst all business schools in India for research. At our research centres and institutes, faculty collaborate with top minds in the industry and government to develop ground-breaking thought leadership. Participants and their learning journeys will benefit from this rich expertise and its applications in the classroom through novel instructional content and assessments, extensive coaching, and a diverse selection of case studies.

## Deep Expertise in Emerging Markets

Emerging economies in the East and South are slated to grow twice as fast as the more established, advanced economies in North America, Western Europe and Japan. Asia is at the centre of this growth story, with India and China poised to contribute 50% of the global economic output by 2050. Immense opportunities await companies that can navigate the unique and formidable challenges of these markets. Unlike most leading global business schools, ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing

organisations and leaders in these markets. Further, embeddedness in a rich ecosystem of business, government and think tanks allows ISB to deliver practical knowledge and craft holistic learning experiences to both local and global companies looking to compete and succeed in emerging markets.

## Future-ready Perspectives

ISB Executive Education programmes speak to the new and continually evolving realities of modern work and businesses, including heightened connectivity, lower barriers to entry and scale, unprecedented automation, and shifting demographics. Our learning interventions will help you discover organisational “unlocks” and create future-ready companies that are aware, nimble, and continually learning and innovating to thrive in the next normal.

## Transformational Learning Experience

ISB Executive Education programmes are replete with distinctive teaching methodologies and an intensive and challenging learning environment that pushes participants’ learning horizons beyond their pre-existing beliefs. Through lectures from distinguished faculty, local and global case studies, business simulations, and group discussions with extraordinary peers from a broad range of industries, regions, and functions, you will be equipped with the strategies, tools and insights required to transform your thinking and achieve ambitious business objectives. You will return to your organisation, fully ready to apply what you have learned. You will also take with you a rich network of relationships that will enrich your personal and professional lives long after you complete the programme.

# Programme Curriculum

Through faculty presentations, case studies, and hands-on exercises, you will gain an understanding of how to achieve a mindset that aligns with the innovation agenda at your organisation.

## Module 1: Building Digital Products

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**Dec 10, 2022 | 9.00 AM to 5.00 PM**

- Gain an understanding of the Hypothesis Driven Product Development Framework
- Understand the aspects of building customer personas
- Learn about problem and solution hypotheses, their formulation and validation
- Understand what a Minimum Viable Product (MVP) is - Definition, experimentation, and measurement
- Learn how to effectively launch a product
- Explore relevant GTM strategies
- Learn to focus on product growth and service strategy

## Module 2: Corporate Innovation through Product Management

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**Dec 11, 2022 | 9.00 AM to 5.00 PM**

- Gain an understanding of building digital products within enterprises
- Learn how to implement hypothesis-driven development within enterprises
- Develop an understanding of effective product leadership, culture, and structures to steer the teams for the successful delivery of innovation projects

## Programme Faculty

ISB Executive Education programmes are conceptualised and taught by globally renowned faculty who are leading academicians, researchers, and accomplished industry practitioners. Through their advanced research and industry consulting experience, you will learn real-world skills that will help you solve complex business challenges in your organisation.



### **Vishal Karungulam**

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Group Product Manager – Data & Analytics  
Products, Google  
Visiting Faculty - Product Innovation, Design  
Thinking, and Digital Transformation, ISB



## Admission Details

This programme does not have any formal education requirements. However, we admit candidates based on their professional experience and organisational responsibilities. We encourage you to apply as early as possible to secure your seat in the programme.

## Executive Benefits

Receive an official certificate from ISB Executive Education, formal recognition of your professional development. Upon successful completion of the programme, participants become a part of the ISB Executive Network, a vast learning community of over 50,000 senior executives and entrepreneurs.

[Apply Now](#)



The On-campus sessions are subject to evolving global situation. Programme content, dates, schedule, fees, delivery platforms, and faculty are subject to change. The programme fee includes food and accommodation at the ISB campus or an equivalent facility based on availability.





## **Indian School of Business Hyderabad | Mohali**

Marketing Services, ISB Executive Education

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ISB Executive Education reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.

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