



BRING YOUR
TRAINING TO
LIFE



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TRANSFORM

Your Team with Outcome-Based Learning

AT PRAGMATIC INSTITUTE, we believe that some of the best learning happens while *doing*.

Pragmatic Labs are designed to deliver the market-driven vision your organization needs to succeed.

With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills they can use over and over again. It's all delivered with a lean-in approach that encourages total participation.

Ready to get your hands dirty?

The Proven Pragmatic Methodology

FRESH INSIGHTS inform
LEAN-IN LABS that
UPSKILL TEAMS and drive
BUSINESS OUTCOMES

Your team learns while working toward their outcomes.

Trusted Facilitators

While typical providers "consult," "dictate" or "coach," our experts facilitate.

Our trusted facilitators aren't experts in your market, and they don't pretend to be. That's your area of expertise. Instead, our facilitators are experts in the proven process that will get you the outcome you want.

Your team will learn that proven process, setting them up to do it again successfully in the future.

What to Expect From **PRAGMATIC** Labs

Fresh Insight

Want to get new insights from your market to better inform your team and your Pragmatic Lab? Then add a Fresh Market Research Package to your lab. We'll interview your market and provide you with call summaries, transcripts and insights you need to succeed.

Lean-In Labs

No wallflowers allowed in Pragmatic Labs! Our labs require active participation from the whole team. Everyone is expected to share, participate and collaborate as the best way to learn is by *doing*.

Upskilled Teams

Why hire a consultant to do the work for you when you can upskill your team while completing the work? Learning through doing is an essential part of the Pragmatic Labs philosophy. This way, your team deeply understands the process so they can repeat it in the future.

Business Outcome

Whether you want to create a better product roadmap, build a NIHITO program or nail down the process for doing positioning, there's a Pragmatic Lab for you. Our proven process will help your team achieve the skills they need to transform your business.

PRAGMATIC LABS OFFERED

- Roles Planning
- Positioning
- Product Prioritization & Planning
- Product Marketing Prioritization
- Market Discovery
- Pricing

- Fresh Market Research Package—*Lab add on*

+ FRESH MARKET RESEARCH PACKAGE

This essential package can be added to most of our labs (except Roles Planning and Market Discovery, where you'll learn how to gather this kind of information yourself). Our team will perform 5 internal interviews and 5 external interviews to gather relevant information about your product and company in the market today.

Outcomes

With the **Fresh Market Research Package**, you'll receive:

- 10 interviews
- An integration of the analysis into the lab
- Summary of calls
- Interview transcripts
- Integration of insights into lab
- An up-to-date, unbiased look at what your market really thinks

Price: \$10,000	Requires 4 week lead time
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MARKET DISCOVERY LAB



Every business needs to know what their market is saying, thinking and doing. Creating your own NIHITO program will help you get that valuable market data. The **Market Discovery Lab** will help your team build the skills they need to research and identify your goals, create interview questions, develop interview skills, analyze and validate findings and more.

Outcomes

- Define research objectives
- Set research topics
- Build target profile
- Plan interview questions
- Identify interview targets
- Plan interviewing
- Analyze the data
- Validate your insights
- Share your results

Price: \$15,000 + travel expenses

This lab expands on ideas taught in Foundations.

ROLES PLANNING LAB



How much time do you spend putting out fires instead of being strategic? Is your team working on the right tasks, or whatever gets thrown at them? The **Roles Planning Lab** helps you create clear definitions for each product role so that you can ensure the right person is working on the right activity. Evaluate your team's skills so you can succeed in the future.

Outcomes

- Assess the importance of every activity
- Evaluate execution success
- Define responsibility areas
- Clearly define product roles
- Identify performance and skills gaps
- Create an action plan and next steps for the future

Price: \$15,000 + travel expenses

This lab expands on ideas taught in Foundations.

POSITIONING LAB



How are you communicating with your market? Are you positioning your product and your business in a way that speaks to them? The **Positioning Lab** will guide your team through the process of identifying your organization's unique characteristics, defining the personas that make up your market and using that information to position your product, your line or your company to get results.

Outcomes

- Identify and articulate distinctive competencies
- Identify and define primary target persona
- Persona documentation
- Create problem-oriented features
- Build a positioning document

Price: \$15,000 + travel expenses
Fresh Market Research Package Add-On Available

This lab expands on ideas taught in Foundations.

PRODUCT PRIORITIZATION & PLANNING LAB



If we asked each member of your team what the top priority is, would we get the same answer? With the **Product Prioritization & Planning Lab**, your team learns a proven method for analyzing projects and opportunities, measuring your activities based on the right metrics, committing to a roadmap that makes sense and more. Get the tools your team needs to stay on-goal, together.

Outcomes

- Project and opportunity analysis
- Prioritization strategy
- Project visibility with strategy matrix
- Focused strategy
- Organizational capabilities gap analysis
- Roadmap commitment
- Repeatable processes

Price: \$15,000 + travel expenses
Fresh Market Research Package Add-On Available

This lab expands on ideas taught in Foundations and Focus.

PRODUCT MARKETING PRIORITIZATION LAB



What's the best way to prioritize your marketing plan? Based on the market? Your competitors? Based on what the CEO wants? With the **Product Marketing Prioritization Lab**, your organization will have a proven method for prioritizing outbound projects based on the right elements, understanding your position in the market landscape and so much more.

Outcomes

- Prioritize outbound marketing projects
- Utilize the strategy matrix
- Analyze the market landscape
- Use the project application matrix
- Understand the purpose and goal of every project
- Commit to the roadmap

Price: \$15,000 + travel expenses
Fresh Market Research Package Add-On Available

This lab expands on ideas taught in Foundations and Market.

PRICING LAB



Did you know that improving your pricing by just 1% can lead to a 10% increase in profit? Make sure you have the right pricing strategy in place with the **Pricing Lab**. Understand how your customers perceive value in your products and find the right pricing segmentation strategy for your organization. If you're ready to reduce the number of discounts your sales team offers, this lab is for you.

Outcomes

- Understand how buyers perceive your value
- Communicate that value to sales team
- Create a pricing segmentation strategy
- Determine which costs matter in pricing
- Form plans for raising/lowering prices

Price: \$15,000 + travel expenses
Fresh Market Research Package Add-On Available

This lab expands on ideas taught in Price.



READY TO GET STARTED?

Our team is here to help. Schedule your Pragmatic Lab today.



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