PRODUCT COMMUNITY™
Cohort Fact Sheet

PRODUCT COMMUNITY

WHAT IS A PRODUCT COMMUNITY?

A product community is **a product development learning community designed specifically for associations**.

Product-led growth fuels connection. Join the product community and flip your destiny.

WHAT DO I GET FOR MY INVESTMENT?

- A new, widely applicable skill set
- Access to an innovation network of like-minded association professionals
- A library of innovation tools
- A deeper understanding of your market
- A new, ready-for-market product that solves a problem for your members
- A repeatable product framework to apply to your entire product portfolio
- Proven insights on how to grow revenue
- Identify and reach new markets

HIGHLIGHTS

- Engage with innovative association peers
- Master the six product competencies and the four dimensions of growth
- Apply the repeatable product framework
- Build and get to market new products

DETAILS

1. **WHEN** • **3 year-long cohorts offered annually (January, May, September)**
   - Meet live, online 3-4 times per month
   - Additional product consultations

2. **WHAT** • **Actionable curriculum**
   - Competency-based learning community
   - Master the four dimensions of growth
   - Access to over 35 tools + frameworks

3. **WHO** • **Expert facilitation**
   - Facilitated live by the product community founder, James Young. Guest spots by leading association innovators

4. **HOW** • **Build products**
   - Deepen relationships with members
   - Build new products with business model, value prop, roadmap, product KPIs, and go-to-market + scale plan

5. **WHERE** • **Live + interactive**
   - Build a work-related product at work and on your own time

6. **HOW MUCH** • **Value-based pricing**
   - Starting at $7500
   - Discounts for teams and first-timers

LEARN MORE

Visit https://productcommunity.us to schedule a conversation.

The first and only of its kind, the Product Community™ is the leading authority in product development for associations.

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WHAT ARE THE PRODUCT COMMUNITY™ COMPETENCIES?

Everyone who joins and participates in the product community will **master the six product community competencies** of culture, vision, customer, design + build, go to market, and performance. These competencies reinforce the central rationale for a product community, which is to **grow and diversify revenue**.

Culture — Products drive trust

Vision — Products are anticipatory

Customer — Products solve problems

Design + Build — Products are optimized

Go to Market — Products are in demand

Performance — Products are indispensable

As sound product strategy is the foundation of growth, a product community helps ensure this strategy is widely embraced, socialized and successfully executed. This is **a new way to understand your members, identify and reach new markets, and engage them with new value**.

WHAT WILL I LEARN? Here is the sampling of the yearlong curriculum

	Quarter 1 **Discover for Growth**	Quarter 2 **Build for Growth**	Quarter 3 **Deliver for Growth**	Quarter 4 **Measure for Growth**
Sample Topics	**Ideal customer** Value proposition **Business model** Market analysis	**Customer empathy** Product roadmap **Minimum viable product** Go to market plan	**Iteration + scale** Agile spinoffs **Product systems** Execution	**Performance** Journey **Impact** Selling
Sample Tools	Product portfolio Business Model Canvas Product taxonomy	Product lifecycle Product adoption curve Versioning	Positioning + pricing Multiple scale paths Variants + bundles	KPI Plan Integrated Cascade of Choices
Outputs	**Business model with value proposition**	**Product roadmap + product ladder**	**Spinoff plan + repeatable processes**	**Association product strategy**
Outcomes	**Apply concepts to your colleagues + association**	**New capability and increased capacity in product development**	**Enhanced market reach and direct impact on core purpose**	**New value to drive diversified and sustainable revenue**

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