

Digital Product Development & Launch: Training for Professional Services Providers

Learning outcomes

This course helps professional services providers:

- Define a market for their services
- Turn intangible knowledge and intellectual property into digital information products
- Develop digital product roadmap and individual project plans
- Define and build the product
- Develop a plan for digitally deploying
- Research, select, evaluate and access a digital platform for building products
- Translate the product plan into the digital platform
- Build digital services content and assets
- Create a landing page, digital payments option and digital customer service options
- Perform quality assurance on the new digital products
- Develop and implement a launch plan

About this Course

Designed specifically for professional services providers, this course helps providers develop digital assets and navigate the technology and platform to bring a product to launch. It is ideally suited for professionals looking to build their capacity to develop and deliver digital solutions for clients, freeing up time in the business but also reducing the provider's dependency on outside solution providers. The goal is to build the professional's comfort and capacity in productizing valuable knowledge and increasing ROI from hands-on time in the business. It includes specific training on technology tools at every stage. Given the rapid move to digital services since the pandemic, this course aims to ready participants with the hands-on training they need to adapt and respond to changing market demands. It also allows the participant to develop multi-tiered products to better provide solutions to a range of markets, including lower income, marginalized, time pressured and remote communities. It will also include technology training recommendations for best practices in inclusive design, trauma-informed practice and engagement with remote and marginalized communities, wherever possible. This training aims to grow intellectual property, expand on existing assets, improve ROI, reduce time to market with new solutions, improve competitive positioning and leverage profitability, providing for greater security for the participant in their job function and/or company. This will increase economic/job security through increased ability to transfer intangible knowledge into products, reducing key person risk from depending on the participant to manage knowledge assets, and expand the range of digital skills for the new market reality. The digital services and product training will also ready the participant for potential pandemic closures.



Course Details

Instructor: Andréa Coutu

Capacity: 99

Duration: 26 weeks (20 hours of instruction and 80 hours of self-paced instruction), workbook, lessons, templates

Cost: \$4995

Evaluation:

- Quizzes
- Presentations
- Portfolio
- Short written assignments

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