

# Masterclass: Design products your customers want

## — Make decisions and plan actions on your product portfolio

### This Masterclass is about how to get more customers by creating the best possible portfolio of products and services

Join a group of fellow entrepreneurs, SME business owners, and a GrowthWheel Certified Advisor in this 3-hour workshop about designing the products and services your customers want!

Explore the options for creating new or different products and services and for building a roadmap for your future product development.

#### Target audience

This Masterclass is for startup and growth companies in all lifestages and within all industries.

#### MASTERCLASS TOOLS

##### GrowthWheel Decision Sheets:

- Product Mix — Find ways to expand the product portfolio
- Product Qualities — Find qualities that add product value
- Product Roadmap — Plan new product versions
- Pilot Product Design — Design a minimum viable product
- Product Value Proposition — Find the actual customer value

##### GrowthWheel Frameworks:

- Product Mix — The assortment of products and services
- Levels of Product Value — Products that give value
- Product Roadmap — Future product versions and generations

##### GrowthWheel Articles:

- Focus on the Product Portfolio

#### Purpose of the Masterclass

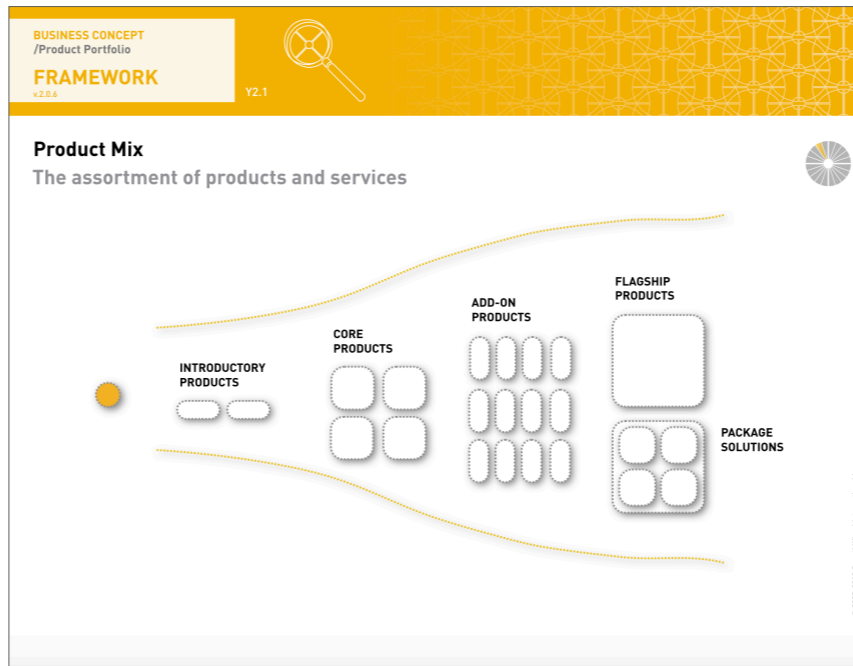
The purpose of this Masterclass is to:

- Review your current and future product mix
- Find out how your current products create value for your customers
- Explore how new products can help get customers
- Make an action plan for improving your products and services

#### Takeaway from the Masterclass

When the Masterclass is over you will walk away with the following:

- A toolstack to work with your product portfolio
- A 30-60-90 Days Action Plan for your next steps
- Ideas and feedback from peers



**Instructor:**  
Per Lillie  
Business fitness coach  
Pro Business Coaching

**Time:**  
Tuesday 8. March 2019  
9:30 am - 12:30 pm AEDT

**Participating partners**

**Provider:**

**Format:**  
Workshop. Laptop useful but not required

**No. of sessions:** 1  
**Total hours:** 3 hours  
**Language:** English

**Participant fee:**  
\$25 per participant incl. materials

**No-show fee:**  
\$25

**Location:**  
Kingsford International Institute  
Level 6, 128-136 Chalmers St  
Surry Hills NSW 2010

**Main-sponsor:**

**Co-sponsor:**  
Pro Business Coaching

