סדנא מתקדמת לניהול מוצר:

Product Management in the Cyber Security World

The Cyber world is getting challenging and interesting as time goes on. This is mainly due to the advanced technology used as well as hackers getting more sophisticated. It's not without reason that Israel is considered a cyber powerhouse - with an impressive number of companies, both large enterprises and startups.

What does it mean for us as product managers? What is required from us to enter this world, to understand it, and to succeed as PMs? What does the vast and dynamic cyber world encompass? Surely, you have asked yourself at least one of these questions and would like to dive deeper.

In this course, we will cover the leading and significant areas in the cyber world. We won't delve into overly technical resolutions, but we will grasp the business challenges that are included in this world, the latest trends, the personas we will work with as product managers, and their challenges. We will emphasize the product and business aspects that need attention and more.

The course includes real-life examples of successes and failures, examining existing products to see how they practically implement the discussed principles, and providing tools that we can apply in different workplaces.

מרצה:	אמנון אבן זהר
מועדים:	2 מפגשים (ימי א'): 1. 12.11.23 2. 19.12.23
קהל יעד:	מנהלי מוצר (בכל הרמות), שרוצים להבין את עולם הסייבר או עושים את צעדיהם הראשונים בתחום הסייבר
דרישות קדם:	תפקיד אחד לפחות של ניהול מוצר, לפחות שנתיים ניסיון

סילבוס:	**Session 1: The Cyber Security World**
	 ● Landscape with key characteristics of each area
	 ● Terminology Introduction
	 ● Personas involved
	   ○ Internally within the organization
	   ○ Externally within the customer side
	 ● Key trends in the industry
	 ● Existing products analysis - Which problems they solve, product considerations (including UX/UI elements)

Session 2: PM Role in This World

- Open discussion and sharing on the case studies
- Expectations from the PM role including when interfacing with internal and external stakeholders
- Tools and processes to become successful in your role
- Considerations when wanting to become a PM in the Cyber/Security world
- Specific focus on home assignments