

# Addendum

## Online Reference

### *Blackblot Content Retention Tools*

People learn in different ways, often showing preference to a particular learning mode. Accordingly, the diversity in preferences prescribes a multi-modal learning approach. This approach is based on three recognized modes of knowledge transfer: instructor-led training, computerized content retention tools (CRT), and self-study.

Content retention tools promote post-training content retention and help product management professionals to further deepen their knowledge. These tools challenge individuals with a series of multiple-choice questions, which are based on chapters in this book that support a specific seminar in Blackblot’s product management training program. The content retention tool experience is delivered in a test-like format using a professional test engine.

The content retention tools can also be used to achieve additional goals:

- Learning Aid – supplements regular studies through interaction.
- Self Assessment – allows uncovering areas for self improvement.
- Interview Preparation – builds confidence and serves as a refresher.

Available content retention tools are:

CRT Download	Corresponding Book Chapter	Relevant Course(s)	Questions	Registration
CRT WDYC	Who’s Driving Your Company?	Strategic Product Management for Planners™ and Strategic Product Management for Marketers™	40	Freeware
CRT PMT	Product Management Team	Strategic Product Management for Planners™ and Strategic Product Management for Marketers™	88	Freeware

*(continued)*

CRT Download	Corresponding Book Chapter	Relevant Course(s)	Questions	Registration
CRT PDT	Product Definition Team	Strategic Product Management for Planners™	109	Freeware
CRT CMR	Crafting Market Requirements	Strategic Product Management for Planners™	122	Freeware
CRT COM	Concept of Marketing	Strategic Product Management for Marketers™	150	Freeware
CRT VMM	Value-Marketing Model	Strategic Product Management for Marketers™	126	Freeware

For more information, please visit [www.blackblot.com/retention/](http://www.blackblot.com/retention/)

### ***Blackblot Concept Presentations***

Pictures act as messengers that convey information. Extensively used in the corporate world, computer-based visual presentations are among the more important tools used for internal and external knowledge transfer.

Concept presentations help facilitate the dissemination of product management knowledge and information. The presentation files are available in Microsoft PowerPoint format with properly documented slide notes sections. Available presentations are:

- Blackblot Product Management Models – conceptual overview of Blackblot’s product management models.
- Blackblot Product Management Training Program – concise overview of the Blackblot product management training program.
- Blackblot BPMP Certification Program – concise overview of the “Blackblot Product Management Professional™” (BPMP) certification program.
- Blackblot Content Licensing Program – concise overview of Blackblot content licensing program.

For more information, please visit [www.blackblot.com/presentations/](http://www.blackblot.com/presentations/)

### **Additional Services**

#### ***Blackblot Product Manager’s Toolkit™ (Lifetime Subscription)***

The “Blackblot Product Manager’s Toolkit™” (PMTK) is a set of professional, comprehensive, fully-customizable product planning and product marketing templates that leverage the best practices being used today.

The PMTK Commercial Package is a collection of editable Microsoft Office document formats (“Word”.DOC, “Excel”.XLS, and “PowerPoint”.PPT). The PMTK Commercial Package license grants registered users with lifetime free unlimited updates and upgrades. The PMTK Commercial Package is hosted online at [www.blackblot.com/pmtk/](http://www.blackblot.com/pmtk/) and its files are downloadable.

For more information, please visit [www.blackblot.com/toolkit/](http://www.blackblot.com/toolkit/)

### ***Blackblot Product Management Training Program***

The Blackblot product management training program is an occupational core and advanced skills training program for high-tech product management professionals. Based on the “Blackblot Product Manager’s Toolkit™” (PMTK), Blackblot’s comprehensive high-tech product management training program illustrates notable best practices and processes used by top technology companies to create successful market-driven products and services. Available courses are:

- Strategic Product Management for Planners™
- Strategic Product Management for Marketers™
- Market-Value Pricing™
- Interactivity and Communication™

For more information, please visit [www.blackblot.com/training/](http://www.blackblot.com/training/)

### ***Blackblot Product Management Professional™ (BPMP) Certification Program***

The “Blackblot Product Management Professional™” (BPMP) certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, validate skills, and gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline. Available tests are:

- “Blackblot Product Management Professional™ in Product Management” core certification test
- “Blackblot Product Management Professional™ in Product Planning” advanced certification test
- “Blackblot Product Management Professional™ in Product Marketing” advanced certification test

For more information, please visit [www.blackblot.com/certification/](http://www.blackblot.com/certification/)

## ***Blackblot Content Licensing***

Blackblot provides companies and academic institutions with all the resources needed to build a high-tech product management training business or executive education program.

As part of the licensing agreement, Blackblot partners receive a licensee kit that holds all the required professional content. This includes processes, templates, course presentations, business models, brochures and web content, training logistics, train-the-trainer services and more. Blackblot partners can customize and create their own versions of the content, according to conditions outlined in the licensing agreement.

Getting the right competencies to provide high-tech product management training and consulting is a major professional challenge. The learning curve on the topic of product management is highly demanding, complex and requires true long-term commitment.

Content licensing is available to qualified individuals, companies and academic institutions worldwide that possess proven professional competencies and relevant industry experience to credibly deliver product management training services. The content licensing agreement is based on full reciprocity and profit-sharing. There are no licensing fees whatsoever.

For more information, please visit [www.blackblot.com/licensing/](http://www.blackblot.com/licensing/)