

# Announcement ✨

## SETTING THE STAGE

Building products is a decision-making job. Prioritization is hard and it's also what makes excellent product managers. I'm excited to share that I'm launching a Cohort Based Course on Prioritizing for Impact!

## WHY ME?

I built products across eight industries spanning consumer and B2B serving customers in Europe, North America, and Asia. I've been teaching product management for Mind the Product for years and am an international speaker.

## WHO IS THIS FOR?

It's targeted at product people. These are: product managers, designers, product marketers, founders, CEOs, and everyone that considers themselves someone who is or wants to be building products!

## HOW?

I'm running my course on Maven (which I'm so excited about)! It is the startup from [@wes\\_kao](#) and [@gaganbiyani](#) - more info on the co: [notion://www.notion.so/bf8ae789fded4753b0f54a85ce5315c0](https://www.notion.so/bf8ae789fded4753b0f54a85ce5315c0)

I want to help product people prioritize and achieve impact so I'll start with a ~20-person beta cohort, starting ~March 2022. You'll participate in live lectures, meet incredible guest speakers, and work on your roadmaps so that you can grow your set of tools while working on real problems that you actually care about! You'll also get to meet fellow product people & learn with and from them! This course will be all about active learning alongside peers, not boring lecture watching.

## BONUS

Since "it depends" is a common phrase in product management I'll also be doing a coaching session with each student and you'll get an additional coaching session by entering this waitlist & showing interest!

## PITCH

I'm looking to see if a small awesome group might be interested in being a part of a beta cohort so I can perfect the material. The cost per student will be ~\$800 (a significant discount on the final price). Being a part of the beta is a unique opportunity where you'll be part of shaping the content and get to give your input/aka have your questions answered! Interested? Apply here: <https://gcmefxfugn9.typeform.com/to/ds7WohyY>