

CERTIFICATE OF COMPLETION

IS PRESENTED TO

Mark Williams

FOR SUCCESSFULLY COMPLETING THE COURSE

LEAN PRODUCT MANAGEMENT

30-March-2023



Itamar Gilad

Course Creator

ITAMARGILAD.COM/WORKSHOPS

ACHIEVEMENTS

YOU HAVE SUCCESSFULLY PRACTICED THE FOLLOWING METHODS

PRODUCT STRATEGY

- NORTH STAR METRIC
- STRATEGIC OPPORTUNITIES
- VALUE PROPOSITION MAPPING
- MARKET SEGMENTATION
- PRODUCT/MARKET FIT

PRODUCT DISCOVERY (GIST)

- OUTCOME-BASED OKRS
- ICE PRIORITIZATION
- ASSUMPTION MAPPING
- EXPERIMENTATION
- COMBINING DISCOVERY & DELIVERY