



280 Group helps you deliver Products that Matter



Increase your profits
by 5-34%



Improve PM skills
30-49% with training and
transformation



Boost PM productivity
by at least 17%

We've Earned Their Trust



Why 280 Group?

20+

Years Delighting
Clients

75,000+

Customers
from 120
Countries

500+

Successful Consulting
and Private Training
Engagements

You want to make profitable products that delight customers. You want to do it faster, with fewer mistakes, and more efficiently than before. We can get you there. Simply put, we know Product Management and Product Marketing better than anyone else. We combine real-world experts with the best practices of our Optimal Product Process™ to help you make products that matter.

Services

We tailor solutions to your needs from the deepest reservoir of expertise:

- Training – online, in-person, and private on-site
- Consulting
- PM Team Transformation
- Toolkits
- Books
- Contractors
- Recruiting

"The 280 Group training gave our PMs the tools to change from tactical responders to strategic visionaries. Professional teachers, great customer service, and relevant class material, it is no surprise we now have a department staffed with Certified Product Managers."

– Lynda Kidder-Yarlott,
Strategic Leader of Product Managers, Shimadzu

280 Group Values



**Excellence
with Integrity**



Service First



Teamwork



**Transformational
Change**

Team Transformation Results



Leadership rises **49%**:
Product Managers become
Product Leaders

"I wish all of our Product Managers would go through this training. It would have us all speaking the same language and understanding the same processes."

– Paul Nelson, Product Manager,
Johnson Controls

**Consistent Language and
Processes Established**



Trained teams have **20%**
higher performance levels
relative to peers

Trusted Partner

One of the world's largest insurance companies needed to bring a product perspective to their traditional markets.

Now in the 4th year of our partnership, they have:

- Over 300 product managers & stakeholders trained
- Deployed a new Product Management Process
- Reduced development planning cycles from over 10 weeks to under 4 weeks
- A clear process to move forward high ROI opportunities and hold back concepts that aren't

**Reduced development
planning cycles by 60%**

What Can We Do For You?

contact@280group.com

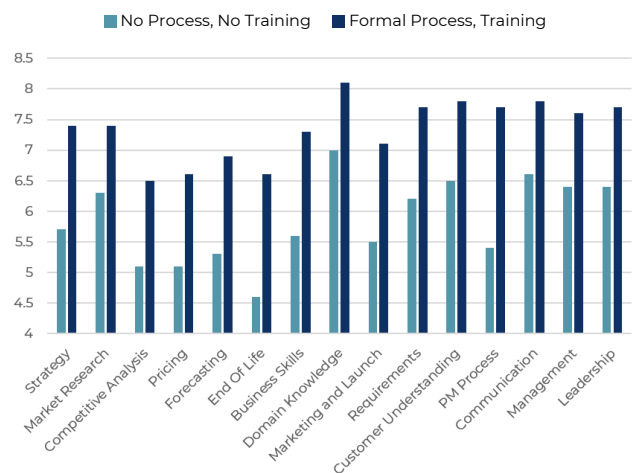


Measurable Results

One of the Big Four consulting firms needed to transform project-focused into product-led development to bring digital products & services to market faster and more efficiently.

- Customized course focused on how to build products with higher ROI
- Realized skill gains as high as 60%
- Realized average skill gains of 20%

Training + Process = Real Results



**Product Managers
increased their skill levels
by 20% on average**