Agile Product Ownership

Duration

In Person: 2 days
LiveOnline: 3 sessions of 4.5 hours

Certification

The ICAgile Certified Professional – Agile Product Ownership (ICP-APO) certification is granted on the successful completion of this course. This certification is part of the ICAgile Product Management Track along with our Product Management course.

PDUs

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (4 Power Skills and 10 Ways of Working).

How do we ensure that the right product is built in the right way to most effectively solve the right business problem?

Agile delivery teams need an empowered Product Owner that has a clarity of vision, alignment with organisational strategy, an understanding of the development process and the ability to communicate with a wide variety of stakeholders.

Our Agile Product Ownership course will provide you with the techniques and tools to become an effective Product Owner equipped to guide product development and lead value delivery teams. This course focuses on how to deliver business value and ensure product fit demonstrating practices that work in an agile development process. You will leave with the required tools and approaches that will enable collaboration with teams and stakeholders to identify the most important aspects and features of a product or initiative.

Learning Outcomes

During this course you will learn about:

- The skills and behaviours for Product Ownership including developing relationships, making value-based decisions and creating shared understanding
- The importance of starting with why and identifying value
- Product discovery and planning techniques including understanding the customer, design thinking and product roadmaps
- How to support the launching and landing of products and assess value delivered

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Intended For

This course is aimed at:
- Product Owners, Product Managers and Product Leaders or equivalent who want to build their skills in relation to product and value delivery to support Agile teams.
- Business Analysts, Subject Matter Experts, Product Champions and team members who are interested in becoming or supporting the Product Owner role
- Anyone interested in seeking a better understanding of product concepts and practices and maximizing value

Prerequisites

To get the most out of this course, it is recommended that participants have a foundational knowledge of agility through formal training like our Agile Fundamentals course and have at least 6 months of experience working in an agile team.

Content

Topics and exercises covered in the course include:

- Product Ownership Defined
    - Value Focused Delivery Team
    - Role Scope
- Product Vision & Value
    - Linking Strategy to Delivery
    - Start with Why
    - Stakeholders & Customers
    - Initiative Canvas
    - Opportunity Pitch
    - Understanding & Identifying Value
    - Success Tradeoff Sliders
- Discovery: Defining Products
    - Facilitating Continuous Collaboration
    - Design Thinking
    - Understand the Customer
    - Ideation
    - Prototypes
    - Experiments & Metrics
- Product Planning & Roadmaps
    - Building a Roadmap
- Product Backlog & Prioritisation
    - Qualitative & Quantitative Prioritisation
    - Minimum Viable Product
    - User Story Mapping
    - Splitting Work
    - Agile Risk Management
- Deliver & Operate: Launch & Land Products
    - Elaboration with Examples
    - Communications Roadmap
    - Assessing Value Delivered
    - Definition of Done
    - Capturing Customer Feedback

Lecturing is kept to the minimum necessary where most of the learning is achieved by applying the practices and techniques in group exercises. Our LiveOnline delivery is over five days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.

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