

AGILE PRODUCT OWNERSHIP

ICAGILE

DURATION

2 days

INTENDED FOR

Those filling the roles of:

- Product Managers
- Product Owners
- Product Champions
- Agile Customers
- Subject Matter Experts

PREREQUISITES

You will need to have completed formal Agile training such as our Agile Fundamentals course. You also need to understand your organisation's product development process and mastered the skill of building user stories in order to get the maximum benefit from this course.



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

To answer this question, Product Owners need clarity of vision, alignment with organisational strategy, an understanding of the development process and the ability to communicate with a wide variety of stakeholders.

Through this course you will gain the techniques and tools to enable you to become an effective Product Owner who is equipped to guide product development, and lead product ownership teams. Our course focuses on the leadership needed to ensure product fit, and how these practices work in an Agile development process. You will also cover value management, and how collaboration is so important to identifying the most important aspects and features of a product.

LEARNING OUTCOMES

By the end of the course you will be able to understand:

- The roles and responsibilities involved in product ownership
- How to help identify which products should be built to maximise business value using tools such as purpose alignment model, Kano analysis, value stream mapping
- How to build a product roadmap and link that to business outcomes
- How to use personas and product design workshops to help define features and quality goals for building a product roadmap
- The shape of a well-formed backlog and how to populate it progressively
- Techniques such as story mapping, prioritisation and backlog grooming to build a release plan
- How to use paper prototyping and usability heuristics to guide the design of the product
- How to write stories for development on a just-in-time basis while ensuring the design principles and architectural guidelines are adhered to

CONTENT

- The Product Owner role
- The value management team
- The product development lifecycle
- Vision
- Product roadmap
- Personas
- Design workshops
- Prioritisation
- Backlog grooming
- Story splitting
- Story elaboration
- Frequent releases
- Successful closure

METHOD USED

Lecturing is kept to the minimum necessary, most of the learning is achieved through applying the practices and techniques in group exercises.